

HEAD OF MEMBERSHIP

Creative UK is the independent network for the UK Creative Industries. Our goal is simple: to cultivate a world where creativity is championed, valued, and nurtured. We have established an authentic voice which represents, promotes, and enhances the interests of the UK's world-leading creative sector via high-profile public campaigning, representations to national, devolved, and local government and parliament. This is made possible through convening, mobilising, and partnering with an influential and diverse mix of creative organisations, creators, education providers, trade bodies and unions that make up our membership.

The Head of Membership is a key leadership role at the heart of the organisations mission, with an operationally diverse mix of responsibilities to attract and grow, Creative UK's flagship membership community, the provision of engagement activities and meetings, and a remit to ensure a deep representation from across our stakeholders and all the creative sub sectors as members.

Our Federation members are typically the creative sector changemakers. They champion and influence the creative industries, participate in and contribute to research regionally and nationwide which drives our campaigning activity. Our membership supports the vision of Creative UK, helping to bring all the creative industries and individuals within its community closer to a once-more thriving creative industries sector.

Working closely with a multi-disciplinary team who are responsible for Creative UK's Strategic Partnerships, Marketing and Communications, Policy and Research, Training and Development and Business support programs, Investments, and the Executive Leadership team, you will be responsible for driving the membership team who recruit, and account manage our membership community. This role will develop our membership strategy to build our membership community to become truly representative of the creative sector while designing and building an engaging membership program that supports both the needs of our members and the wider goals of Creative UK.

The ideal candidate should have a curiosity for a wide range of topics that affect the creative industries and individuals working within it, a proactive, strategic approach to the acquisition of new member organisations and the ability to create a dynamic program of membership activities with operational rigour. Confident and enthusiastic, exciting at the prospect of engaging with new communities, senior individuals and leaders, the ability to think creatively and laterally is key. This role will suit an individual who is passionate about striving to enhance, nurture, and develop partnerships with members; and looks forward to the prospect of joining and leading a dynamic team. You will ideally have experience working in or with the arts and creative industries, with knowledge of key events, communities, and decision makers within these industries.

LOCATION: Hybrid working available with offices in Manchester MediaCityUK, Bristol, and London.

CONTRACT: Full time, 2 Year fixed with scope to perm.

SALARY: £50,000 + 10% bonus incentive + benefits

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by **7th March 2023** midday. Please complete our anonymous diversity and inclusion survey. Interviews will take place either by video conference or in person between 27th March and 7th April 2023.

** Video link optional. Creative UK is an inclusive recruiter and happy to adjust our selection process by request*

ACCOUNTABILITIES

- Develop strategy for Creative UK Membership community to achieve growth goals agreed in the three-year plan – to include new membership acquisition from across the creative sector and ongoing account/relationship management of the membership community
- Ongoing development and delivery of an engaging membership programs and experiences with support from colleagues that achieves high satisfaction scores, retention, and recommendation levels.
- Strategic oversight of the Federation (membership) sales journey, the members' lifecycle from engagement through to retention – we currently use HubSpot software.
- People and performance management of the membership team: account managers, services, and sales team.
- Direct account management, membership retention and conversion of high value members.

RESPONSIBILITIES

Implementation of a new growth and membership acquisition plan

Maintaining and increasing membership retention rates through the day-to-day management of the membership team, utilising best in class tools, coaching, and training for the team.

Lead weekly and monthly pipeline meetings to ensure conversion and retention rates are achieved and Key Performance Indicators (KPI's) are met

Leading and motivating a high performing diverse, multi-disciplinary team that will be inspired to achieve your operational membership goals across delivery, sales, and retention.

Work collaboratively with the wider team to develop joined up strategies that encourage membership interest, engagement, and lead generation through all Creative UK key comms moments, including our tent pole events; festival, annual report, and other exclusive member events.

Further optimise membership processes and reporting within and adjacent to our CRM, utilising and becoming a HubSpot user champion. Systems use includes but is not limited to:

- Tracking and reporting of all membership activity across engagement, retention and acquisitions with colleagues and senior management.
- Updating and maintaining member and prospect accounts on HubSpot, ensuring daily consistent updates which underpin weekly membership tracking and performance monitoring.

To be an ambassador for the company; maintaining a professional approach always, sustaining visibility and proactively networking by attending relevant industry events and public speaking opportunities to drive lead generation and new relationships.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

Experience, Knowledge, and Skills

- Relevant leadership and management experience, with evidence of guiding teams to achieve success within (preferably) a membership organisation.
- A proven ability to strategically plan and deliver, whilst simultaneously exhibiting a meticulous attention to detail during the day to day. Strong creative and strategic skills with experience of writing actionable strategic documents and plans.
- Experience of CRM use and management (preferably HubSpot)
- Passion, knowledge and understanding of the creative industries and its wider 'ecosystem.'
- Excellent interpersonal and networking skills, particularly at senior stakeholder levels – build rapport, establish credibility, and influence stakeholders whilst building and maintaining key relationships.
- The ability to set and achieve SMART KPI's in a fast-paced environment.
- Demonstrable commitment to the principles of diversity and inclusion and its practical application for partnerships and management.
- A basic understanding and knowledge of finance terms and processes (*desirable*)
- General knowledge of GDPR good practice in relation to the position (*desirable*)

KPI's

- Membership retention rate > 95%
- Membership growth
- Effective and engaging account management
- People management: high performing team
- Budget Management

OUR CULTURE

All our employees will be expected to demonstrate behaviors associated with our company values. Our values drive the way we work; **how** we do things is just as important as **what** we do.

- We join the dots; collaboration is in our DNA
- We support and empower; we are here to make a difference
- We are curious, open & honest
- We celebrate difference & value equality of opportunity

THE PACKAGE

- 10% annual bonus incentive, targets set during probationary period
- Flexible hybrid working: 1-2 days min per week from either our Bristol, Manchester, or central London office
- Pension enrolment 5% employer contribution from 3 months service
- BUPA medical insurance + Medicash
- Cycle 2 Work scheme, in partnership with Halfords
- Benefits hub, discounts across a broad range of partners
- Employee Assistance Programme, Health Assured
- Mental Health Guardians
- Summer Fridays, finish at 3pm every Friday throughout July & August
- Your birthday off as paid leave, extra days off over the annual festive period
- 2 paid volunteer days per year to give something back to the community