

Job Description - Membership Development Officer (2 year post)

Contract:	Fixed term contact for 2 years
Telephone:	0131 225 1724
Email:	hello@theswi.org.uk
Job Title:	Membership Development Officer
Reporting to:	Chief Executive Officer
Place of Work:	1 Carmichael Place, 4 th Floor, Edinburgh EH6 5PH
Number of Hours:	28 hrs per week
Basic Rate of Pay:	£30,000 per annum (pro-rata)
Holiday Entitlement:	37 days per annum (pro-rata)

The organisation

The Scottish Women's Institutes (SWI) is a registered charity and is administered by a Board of Trustees. The SWI promotes education and connects women locally and nationally to improve their quality of life through friendship, education, sharing skills and experiences, and having fun. Now, with 400+ groups around the country, we are proud to bring together more than 9,000 women across the length and breadth of Scotland.

Role

Reporting to the Chief Executive, the Membership Development Officer plays a key role in supporting the sustainability and growth of membership income levels, and identifying potential new and relevant income generating opportunities.

You will take responsibility for:

- Working with the CEO to develop and implement membership recruitment strategies.
- Delivering an excellent level of service to members, ensuring well-informed and prompt responses to membership enquiries.
- Developing a thorough knowledge of SWI structure and membership ensuring the SWI identifies any emerging trends, aspirations, behaviours and needs.
- Developing and improving membership touchpoints whilst accurately gathering and updating the CRM database.
- Ensuring the CRM database and individual membership records are maintained in line with GDPR.
- Providing regular membership data and statistical analysis to the Executive Team.
- Providing consistently high-quality customer service to members and prospective members through all forms of communication including phone, email, and face-to-face.
- Developing marketing activities to progress and attract potential members on social media and at events.
- Responding to all tasks set by the SWI Executive Team in a timely and effective manner; to assist/cover other staff members when required.

Purpose and scope

The role at the Scottish Women's Institutes (SWI) involves working as part of a small, dedicated team with a range of key responsibilities aimed at enhancing the membership experience. The primary purpose of the position is to develop and manage the membership

journey, ensuring that members have meaningful and engaging interactions with the organisation. This includes creating effective touchpoints throughout their membership, as well as continually refining membership engagement strategies to align with the SWI's goals.

One of the core aspects of the job is to explore and implement new opportunities for membership growth and generating income. This responsibility also involves overseeing the delivery of both online and in-person events to showcase the benefits of SWI membership, ensuring members feel they are receiving value for money. Equally important is maintaining strong relationships and providing exceptional customer service to stakeholders, including staff, committees, members, partners, and suppliers.

The role also requires a high level of attention to detail when it comes to managing membership data and benefits. Providing support and advice, as well as maintaining accurate records, is essential for keeping the organisation's membership system running smoothly. Regular progress updates through minutes, summaries, and action logs are part of the reporting process. In addition, the successful candidate will be responsible for overseeing marketing and communication efforts related to membership, ensuring a positive return on investment (ROI) and staying within project budgets.

The scope of the role also extends to keeping colleagues informed about membership-related activities, such as changes in membership data, engagement levels, and event participation. The position includes general administrative duties, such as screening phone calls and managing correspondence, to ensure smooth day-to-day operations. Additionally, the candidate may be asked to take on other responsibilities that fit within the scope of the role, as required.

Person specification: Membership Development Officer

	Method of assessment	Essential / Desirable
Education / Qualifications		
Qualification/s or demonstrable experience in membership, partnerships, business development	Application / Interview	Essential
Degree	Application	Desirable
Experience		
Experience of managing data and reporting	Application / Interview	Essential
Experience of fundraising/Income generating	Application	Desirable
Skills		
Ability to communicate confidently, effectively, and persuasively, orally and in writing with a wide range of stakeholders	Application / Interview	Essential
Self-starter able to work under your own initiative	Interview	Essential
Organisational and administrative skills	Application / Interview	Essential

Attention to detail and accuracy	Interview	Essential
An understand of the principles and responsibilities of data protection and data management	Application/ Interview	Essential
Competence in Microsoft Office IT packages (Word, Excel, etc)	Application	Essential

Traits and values

Enthusiasm for the role	Application / Interview	Essential
An interest in SWI	Interview	Desirable

The Scottish Women's Institutes is an equal opportunities employer, and we welcome applications from people from all backgrounds. We are working towards improvements with equality, diversity, inclusion and belonging within our staff and volunteer base.

Further information

This is a part-time role, and the basic hours are 28 hours per week. You may be required to work ad hoc evenings and/or weekends, travel on occasion to attend meetings and or events.

It should be borne in mind that the Scottish Women's Institutes has a small staff team, and the successful applicant should be prepared to work as part of the team to deliver the organisation's objectives.

The Scottish Women's Institutes offer the following employee benefits:

- 4% employer contribution to pension per year
- 37 days annual leave per year (pro-rata)
- Death in Service benefit, which is 3x your annual salary
- All relevant policies, procedures and checks are in place.

To discuss any aspect of the Membership Development Officer role please contact Diane Cooper, CEO, on either diane.cooper@theswi.org.uk or 07885 427892.