

## **Membership Manager, Global Schools Forum**

**Fixed-term 1-year contract**

**Salary: £30,000 per annum**

### **The Role**

**We are looking for an ambitious individual who is passionate about social change, keen to learn, and has strong organisational and administration skills to manage our members and our events.** Over the past year, Global Schools Forum (GSF) has onboarded 46 new members who span 26 countries globally from India to Uganda to Brazil, collectively running or supporting 17,000 schools and providing quality education to **over 2.2 million children**. This is an exciting time for an experienced membership professional to join the team and continue to grow our member base.

You will be the dedicated team member responsible for membership recruitment, management, processes and retention. This role offers the opportunity to get to know our members well, to understand their strengths and challenges and to build a thriving network through connecting them to one another and experts. You will be the primary point of contact with GSF members; from initial contact with potential members to regular touchpoints and ongoing comms and engagement with onboarded members. You will also be responsible for the administration and professional delivery of our events, ensuring they are well managed and run smoothly. As an integral member of a small entrepreneurial team, you will have the opportunity to contribute to a one-of-a-kind membership organisation that strives to transform education in developing countries.

### **Key responsibilities will include:**

#### **Member Engagement**

*Develop and maintain strong, positive relationships with current members and engage new members taking responsibility for the entire member journey*

#### **Recruitment**

- Develop and implement a membership growth and engagement strategy in partnership with the Director
- Develop and manage the content and delivery of campaigns to recruit new members
- Implement systems to identify new school network and intermediary organisation members with a high propensity to engage with GSF
- Ensure that the membership offer is clearly presented through GSF's digital channels, including the website and social media
- Research and acquire opportunities to promote membership via partnerships or third party affiliates or at events and conferences
- Establish and codify member onboarding process with clear documents and touchpoints

## Retention

- Act as the primary contact for members
- Develop and deliver to membership retention strategies and targets
- Manage the delivery of campaigns designed to retain existing members
- Communicate with members on a regular basis to understand needs and ensure members are engaging in GSF offers, including soliciting member feedback through an Annual Survey
- Establish regular feedback loops with members to enable GSF to prioritise activities based on impact and to respond to member need

## **Database & Communications**

*Create and manage internal member database and communication materials*

- Lead on internal member communications including the development and delivery of the Monthly Roundup, Quarterly Newsletter, Founder Stories, online community posts and more
- Be the internal champion for the CRM database and AMS system, maintaining an overarching understanding of how the database is used throughout the organisation
- Regularly interrogate and analyse the database to support the recruitment and retention activities and improve programme effectiveness
- Align member-facing communications to external communications
- Regularly maintain and update the website and external comms materials with stories from our members and the latest member statistics including supporting with stakeholder reporting

## **Events co-ordination**

*Ensure that all GSF events run smoothly, managing all logistics and administration*

- Identify suitable venues and liaise with them on all aspects of logistics
- Lead on comms to members about events
- Manage registration, comms and attendee lists, providing regular updates on numbers
- Support the team in delivering high quality, professional events

## **Additional responsibilities will include:**

- Develop robust and clear internal process and policies for members
- Collect and interpret information from members to ensure member voice informs member offer
- Support Director of Programmes to deliver member programmes and services in a timely and professional manner
- Advocate for members' views in internal conversations about GSF's development
- Maintain a strong understanding of membership practices within sector, attending networking events as and when appropriate
- Support the team in administrative tasks that relate to members and membership

## **Required experience and competencies:**

- Passionate about building relationships with our members, ensuring they find value in being part of GSF
- Practical and thorough knowledge and understanding of managing a membership base, with experience of leading a membership process from recruitment to retention
- Extensive experience of using a CRM / stakeholder management system for communication, data and processes – knowledge of *YourMembership* is beneficial
- Excellent interpersonal skills and ability to build and maintain strong relationships with multiple stakeholders including members and external partners – much of this will be through online communication
- Outstanding verbal and written communication skills
- Self-starter with demonstrated ability to work on your own initiative
- Ability to work in a changing and flexible organisation and willing to learn new skills
- Strong administrative and organisational skills; able to manage multiple concurrent activities and projects
- Undergraduate degree with at least three years of relevant work experience
- Have the **Right to Work in the UK** and be comfortable with international travel
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## **Desirable competencies:**

- Design skills
- Experience using the YourMembership AMS
- Experience in an education membership organisation
- Knowledge of HTML coding

For more information about GSF, please visit our website [www.globalschoolsforum.org](http://www.globalschoolsforum.org)

## **How to Apply**

Prospective applicants should send their cover letter and CV to [info@globalschoolsforum.org](mailto:info@globalschoolsforum.org). Your cover letter should be one page, providing details of why you think you would be a good fit for the position; why your experience, expertise and interests are relevant to the role; why you want to work for Global Schools Forum; and how what you've done to date is relevant to what we're looking for.

Applications will be reviewed on a rolling basis, with an anticipated start date in June / July. You are encouraged to apply as soon as possible.

**All applications should be sent to [info@globalschoolsforum.org](mailto:info@globalschoolsforum.org) with the subject “Membership Manager, Global Schools Forum”. Please direct any questions or queries to the same email address. Note that only shortlisted applicants will be contacted.**