

Head of Membership Engagement

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Company Description

CMI works with business, government and education to inspire people to unleash their potential and become skilled, confident and successful managers and leaders. CMI has a membership community of 130,000 people in the UK and internationally.

Backed by a unique Royal Charter, CMI is the only organisation able to award Chartered Manager status - the ultimate management accolade, which is proven to boost individuals' career prospects, management capability and impact in the workplace.

CMI is one of the top 100 not-for profit Sunday Times Best Companies and is an 'Investors in People' Gold award organisation, a standard achieved by just 7% of IIP-recognised organisations in the UK.

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Role Profile

- The role is based in Corby with a flexible approach.
 - As this role will be managing two teams who are based in our Corby office, we would ideally like the successful candidate to be present in the office on average 2- 3 days per week.
- Salary - Circa £50,000 per annum plus excellent benefits.

CMI has a fantastic opportunity for you to play a leading role in delivering our membership strategy within a growing organisation that is truly making a difference to people's futures. We're looking for an established membership professional who has a track record in delivering successful outcomes against a strategic plan resulting in engaged and growing membership communities. You will understand membership dynamics and ensure members experience a personalised approach that guarantees value to them.

You will be accountable to the Director of Membership for CMI's paying membership offer including activity around recruitment, retention, customer service and income. You will work closely with your colleagues to ensure that the membership offer and experience is optimised and that services are delivered with excellence. Building a connection with members through a combination of our Thought Leadership programmes and embedding CMI as their key source of continuous professional development will be key to your success. Through your work you'll ensure that more people than ever before work towards becoming Chartered Managers and that our members are enabled to play a key part in helping one another to develop and further our mission.

You will also lead and mentor a team of 10, to meet and exceed your objectives and targets, cultivating a progressive culture of innovation with accountability, as you work to deliver the membership strategy. As a strong instigator and advocate of change, you will evaluate and improve processes to ensure your team use technology to best effect in order to deliver greater value to members.

Key Performance Indicators:

- Growing our paying member community and subscription revenues
- Increasing member retention
- Delivering more Chartered Managers
- Driving member value resulting in increasing net promoter score

Your key relationships:

- Two direct reports, within a department of 10
- The Director of Membership
- Head of Corporate Partnerships
- Head of Student Experience
- Head of Product & Marketing
- Head of Financial Planning & Analysis
- Head of Insights
- Head of Policy
- Head of Media Relations
- Social Media Manager

What will you be getting involved in;

- Playing a lead role in delivering a refreshed membership value proposition
- Leading our approach to membership service, engagement, recruitment and retention in order to grow our membership
- Ensuring that clear pathways towards achieving Chartered Manager status are provided to all members
- Enabling record numbers of people to become Chartered Managers through scalable assessment processes
- Bringing key connections across our membership community to life delivering greater value to all members
- Identifying new opportunities through insights to engage groups of members in ever more targeted ways
- Ensuring that our membership communications reflect the needs of our audiences and fully supports our strategic objectives
- Providing line management and leadership to the managers in your department, setting personal objectives and supporting their development in order to embed a culture of performance excellence

Who are we looking for?

- Someone who will live CMI's values, professional, passionate, progressive and practical
- A strong departmental leader with impressive communication and operational skills, with a proven track record of delivering positive results in a membership environment. You've managed resources and budgets, worked collaboratively with internal and external stakeholders and developed and delivered strategic and tactical plans
- An influential advocate of change with a track record of instigating, leading and delivering significant change projects
- Self-aware and self confident with a genuine capacity for personal development
- A strong coach and mentor for their team
- Tech savvy, having the ability to build strong relationships and work collaboratively with internal and external stakeholders is essential
- You will be highly self motivated with excellent organisational and planning skills with an agile and flexible approach

Coming to work at CMI not only means joining a dynamic and ambitious organisation, it also means collaborating and sharing a passion for our mission. We know the importance of fresh ideas and encourage new perspectives.

There has never been a more exciting time to join CMI, we offer an engaging, flexible and collaborative culture with a wealth of opportunity for professional development, and not to mention our dog friendly offices! Some of our competitive benefits include 24.5 days' holiday plus 8 extra bank holidays, flexible approach to working, CMI membership, healthcare cash plan and stakeholder pension scheme to name a few!

As part of our recruitment process, we will share information relevant to your application, including your name, current role, CV and other data you may have provided us with, with internal hiring managers. We will use this data for the purpose of recruitment only. We may also access your publically available profiles (eg LinkedIn) to support your application.

Once the vacancy has been filled, your data will be retained for 4 weeks, after which your data will be destroyed, unless we contact you to request otherwise.

By submitting an application for a vacancy with CMI you are agreeing for your data to be shared in this way