

MEMBERSHIP INNOVATION MANAGER

OVERVIEW

Job Title: Membership Innovation Manager

Contract Type: Permanent - Full Time

Hours of Work: 35 hours per week

Location: Corby/London/Home with the requirement to work from the Corby office 1-2 days a week

Salary: £40,000 - £45,000

Department: Member Engagement

Reports to: Head of Member Engagement

Direct Reports: Membership Experience Manager, Student Experience Manager

Indirect Reports: Student Experience Coordinator

JOB PURPOSE

The Membership Innovation Manager will have overall responsibility for ensuring the CMI member value proposition is continually meeting and where possible, exceeding the needs and expectations of members. The key audiences this role will focus on are.

- CMI Members / Students
- Institute of Consulting Members / Practices
- Chartered (Managers, Management Consultants, Companions, Foundation)
- Professional Bodies
- Corporate Membership

BUSINESS DEVELOPMENT

- Spearhead innovative new approaches to optimising the CMI member value proposition
 - ◆ Attend relevant sector events to gain inspiration and identify latest trends
 - ◆ Network with other membership organisations / professional bodies
 - ◆ Benchmark CMI practices against other professional bodies
- Identify, develop and maximise opportunities for students to convert into full CMI membership upon completion of their programme of study
- Utilising the very latest insights and research to maximise the uptake of CMI's Chartered Manager status
- Work alongside the Head of Member Engagement to ensure effective ongoing member segmentation and personas
- Identify new markets that would benefit from CMI Membership and Chartered Manager and develop relevant value propositions.
- Identify opportunities to maximise CMI's dual accreditation programme with other professional bodies and develop relevant value propositions.
- Identify opportunities and implement solutions to develop and grow CMI's Corporate Membership offer
- Continually monitor usage and effectiveness of the CMI member value proposition.
- Raise the profile of CMI membership by identifying and recommending external award schemes / accreditations that could benefit CMI's membership profile.

PEOPLE MANAGEMENT

- Lead the Membership Innovation team to ensure member focussed continual improvement is at the heart of all activities.
- Continually identify training and development needs for the Membership Innovation team to ensure they are subject matter experts in all aspects of CMI membership products and services.
- Continually review operational demands and prioritise the workload and resources of the Membership Innovation team to support changing business needs.
- Accountable for monitoring the effectiveness of the Membership Innovation team.
- Conduct regular team meetings and 1-2-1's to ensure effective communication and information sharing.

EXTERNAL STAKEHOLDER RELATIONSHIPS

- Oversee relationships with key external stakeholders relating to the provision of membership benefits
 - ◆ Be a product expert in each service offered via an external stakeholder
 - ◆ Ensure maximum usage of membership benefits provided by external stakeholders
- Continually review financial and non financial effectiveness of externally provided services, provide recommendations and implement solutions for continual improvement.
- Identify, establish, develop and manage relationships with suppliers who can add to the CMI member value proposition.

INTERNAL STAKEHOLDER RELATIONSHIPS

→ Build and maintain excellent relationships with key internal stakeholders / teams to ensure the effective implementation and communication of new products / services, to include, but not limited to the following teams:

- ◆ Membership Operations
- ◆ Events
- ◆ Regions
- ◆ Technology
- ◆ Marketing
- ◆ Social Media
- ◆ Research and Insight
- ◆ Policy
- ◆ Sales
- ◆ Engagement
- ◆ Finance
- ◆ Facilities
- ◆ Human Resources
- ◆ Qualifications / Apprenticeships

→ Represent the Member Engagement department at cross-departmental working groups where required.

This job description is intended to provide an outline of the duties and responsibilities associated with this role. CMI's approach to work is collaborative and flexible and you may be required to take on additional duties / responsibilities as and when required to support delivery the wider business objectives.

PERSON SPECIFICATION

	Essential	Desirable
Experience		
Achieving income growth through insight driven innovation	✓	
Delivering new products / services from concept to implementation	✓	
Influencing others to achieve successful business outcomes	✓	
Motivating colleagues to achieve business outcomes	✓	
Internal and external stakeholder relationship management	✓	
Partnership working with corporates and individuals	✓	
Planning and implementing new ideas, systems or initiatives	✓	
Managing, leading and developing office based and remote team members	✓	
Working for a membership organisation / professional body		✓
Skills, Knowledge and Abilities		
Excellent interpersonal skills with the ability to communicate at all levels	✓	
Ability to challenge working practices and influence positive change / outcomes	✓	
Ability to work at pace and deliver projects on time and on budget	✓	
Ability to lead a team and identify individual motivating factors	✓	
Understanding and knowledge of membership organisations / professional bodies	✓	
Ability to manage, prioritise and plan resources against a portfolio of projects	✓	
Ability to apply financial and business acumen to assess, prioritise and manage work	✓	
Excellent project management skills	✓	
Knowledge of CRM / database systems	✓	
An agile, resilient, solution driven approach to projects and tasks	✓	
Knowledge of Google Suite products (Docs, Sheets, Slides, Hangouts)		✓