



CIVIC VOICE

JOB DESCRIPTION

JOB TITLE	Membership Development Officer
RESPONSIBLE TO	CEO/Chair
SALARY	£26,000

MAIN PURPOSE OF JOB

To develop and implement strategies to recruit and retain Civic Voice members, including civic societies, individuals and corporate partners as part of Civic Voice's customer relationship management strategy

KEY WORK AREAS

- Develop relations with the civic movement at all levels to make Civic Voice membership essential
- Lead our campaigns i.e. Big Conservation Conversation to celebrate 50 years of Conservation Areas and the Civic Voice Design Awards
- Provide direct advice and support for local groups participating in making the case for the importance of the built and historic environment including through a series of interactive workshops
- Coordinate Civic Voice national consultation responses and influence public policy national and locally, informed by the day to day experience of local volunteers and research
- Advise Historic England and Government on stimulating action and encouraging informed participation in national and local historic environment issues based on the experience gained through the above activities

MAIN TASKS

Reporting to and taking guidance from the Chair and Executive Director of Civic Voice, the **Membership Development Officer** will

1. Recruit individuals, associates, civic societies and corporates as Civic Voice members
2. Analyze membership data to identify the needs of members and potential members
3. Monitor membership data and take appropriate follow-up action
4. To speak to civic societies, corporates and others on the benefits of Civic Voice
5. Help to ensure a sustainable income from individual, corporate, legacy and trust donations through the Civic Voice fundraising plan
6. Working with corporate partners to drive forward partnerships beneficial to Civic Voice

7. Prepare operating plans, budgets and reports on membership recruitment and retention activities with the membership committee
8. Support the membership sub-committee and Regional Forum to deliver their annual objectives
9. To support and act as secretary to Civic Voice's Expert Panel to ensure policy decisions respond to with civic movement ambitions
10. To support the Big Conservation Conversation panel to implement the celebration of 50 years of Conservation Areas
11. Cooperate with other Civic Voice staff on the above and on other membership-related activities
12. Where appropriate, represent the organisation to the media and give interviews
13. To speak and deliver workshops to civic societies where needed
14. Process all project data and other information accurately into relevant systems and utilize AGILE CRM and WRIKE project management
15. Set up and develop communication methods with all stakeholders and colleague
16. Regularly update the Civic Voice website and associated media channels to reflect current activity and disseminate information on the project
17. Manage effective contacts with partner organisations, stakeholders and the media
18. Present information on programme progress and findings to the CEO, steering group(s) and the Board
19. Follow all Civic Voice's administrative and occupational safety and health procedures
20. Any other tasks which may be assigned, commensurate with the nature and scope of the role

General information about Civic Voice can be found on our website www.civicvoice.org.uk

To request a job information pack and further information about the application process please use our online form at <https://www.surveymonkey.co.uk/r/3MCRXX9>