



Scotland's International
Development Alliance

Membership Engagement and Development Manager

Hours	35 hours per week
Location	Edinburgh (currently homebased due to Covid-19 restrictions)
Salary	£ 32,417 5% employer's pension contribution
Annual Leave	31 days plus 6 public holidays
Reports to	Deputy Chief Executive

Background

Scotland's International Development Alliance is the national membership organisation for organisations and people in Scotland who work to make the world a fairer place for everyone.

We work to enhance Scotland's contribution to international development by identifying new opportunities for collaboration between different sectors, connecting people and organisations to share ideas, knowledge and best practise, and by building the capacity of the sector to support the delivery of the highest quality, most effective international development programmes.

Our small team is based in Edinburgh but works to engage and support a growing membership body from across Scotland. We offer a range of specialist support and services which fall broadly under the themes of networking, effectiveness, learning and capacity building. We also inclusively champion international development in Scotland to decision makers, helping our members maintain a collective voice on relevant policy issues.

Purpose

You will drive membership growth, retention and income generation, designing and delivering contemporary stakeholder engagement activities to aid the delivery our membership growth strategy; and work with colleagues to develop the end-to-end experience and membership offering to meet current and evolving professional development needs of the Scotland-based International Development sector.

Key Responsibilities

Member Engagement and Support

- Develop and implement the Alliance membership recruitment and retention strategy, working towards the strategic goal of building a thriving, inclusive and purposeful membership body
- Working with the senior management team deliver annual membership income targets
- Manage communications with members, responding to queries, signposting them to the relevant membership services, online resources, or to external organisations where appropriate
- Contribute written content to membership newsletters, website and social media
- Contribute to raising and maintaining a positive and visible profile for the organization through the creative use of a variety of communications channels
- Managing membership application processes, onboarding, annual membership renewal and surveys
- Lead on the expansion of the membership base to include public, private and third sector organisations, and individuals
- Design, manage and review appropriate membership fee structures

Membership Development

- Contribute to the development of new services and initiatives, incorporating full cost recovery modelling
- Lead on developing and managing fundraising support services
- Manage the Alliance's multi-license access to our Funds Online database, building relationships with remote hubs and managing members' access
- Developing and maintaining suitable CRM database software to track all interactions with members using the database, and monitor requests from members so that these can be used to inform the future development of web-based resources and training activities
- Monitor and report on member feedback on events and services; contributing to organisational learning and development
- Benchmarking to ensure that our membership offering provides value for money

Events

- Lead on the administration, planning and management of our member events programme, to include at least one annual flagship event
- Work with colleagues to incorporate the training components of these events
- Lead on securing funding/sponsorship for events

Financial management

- Draft, manage and report on the membership engagement budget

General

- Supervise membership engagement and development volunteers or interns as and when required
- Contribute to team-wide initiatives
- Any other duties as may be reasonably required

Membership Engagement and Development Manager – Person Specification

Essential experience, knowledge

- Experience of building sales and marketing plans to drive retention and growth
- Experience of event management
- Working experience of fundraising and/or income generation
- Experience of membership bodies or other networks or intermediary organisations
- Experience of designing and using a variety of feedback mechanisms to inform business improvement/service development
- Experience of managing CRM databases

Essential Skills

- Confident and comfortable in engaging with a variety of stakeholders
- Ability to work collaboratively and effectively with member organisations
- Good listening skills
- Strong written communication skills including web-writing and the ability to write and produce promotional materials
- Strong verbal communication skills, including the ability to represent the Alliance to diverse audiences
- Ability to use own initiative and work to tight deadlines as well as working well as part of a team
- Strong IT skills including use of Microsoft Office applications and confidence in using a variety of online applications

Desirable experience, knowledge

- Knowledge of market segmentation and customer value proposition
- Experience in a commercial business development, sales or event management role.
- Experience of working in the voluntary sector (domestic or international)