



BRITISH ROWING

Job Description

Head of Membership

TEAMWORK | OPEN TO ALL | COMMITMENT



Job Title	Head of Membership
Reports to	Director of Membership & Rowing Community
Directorate	Membership & Rowing Community
Location	British Rowing Headquarters, Hammersmith, London
Line Reports	Membership Support & Operations Officer Membership Engagement Officer Clubs & Events Officer

Overview

British Rowing is the national governing body for the sport of rowing and the GB Rowing Team. Our mission is to lead, enable and inspire excellence in rowing at all levels. Our vision, through rowing, is to promote the positive impact of sport by providing an enjoyable experience for all participants while upholding our position as a leading rowing nation.

British Rowing's membership programme is of critical importance to the organisation and the wider sport. As well as providing products and services to support and engage with the active rowing community, membership provides an income stream that allows British Rowing to give vital assistance to community, school and university clubs across the country.

Job Purpose

To lead the strategic development and day-to-day management of British Rowing's membership products and services, ensuring growth in new members and income, high levels of satisfaction among existing members, and the efficient and effective running of British Rowing's Membership Services team.

Responsibilities

Strategic Development:

- Identify and implement strategic and tactical ways to deliver a significant increase in the number of British Rowing members and membership revenue.
- Ensure the structure and benefits of British Rowing membership continue to meet the demands of all customer segments within the rowing community.
- Ensure the structure and benefits of affiliation to British Rowing continue to meet the demands of rowing clubs and competitions.
- Work with British Rowing's Head of Technology to identify new products, services, tools and systems to better support British Rowing members and the Membership Services team.
- Review and enhance British Rowing's end-to-end member experience and CRM model, ensuring all touchpoints and communications are optimised to increase member acquisition, improve retention and reduce churn.
- Work with British Rowing's Insight Manager to use customer research and data analysis to better understand and improve the member experience.
- Develop strong, collaborative relationships within British Rowing and across the wider sport and membership sectors.

- Support British Rowing in the delivery of its strategic plan and ensure all stakeholders have the best experience of British Rowing.

Operational management:

- Support the Membership Services team in ensuring all customer queries are managed through our channels, systems and processes, to the agreed timescales.
- Act as product owner for all online systems related to the sales and management of British Rowing membership.
- Oversee the running of British Rowing's annual membership and affiliation-related processes, especially the annual club affiliation, club safety audit processes and editing of the British Rowing Almanack.
- Work with British Rowing's Communications & Marketing team to plan, measure the performance of, and optimise all communications to members, including monthly membership updates and all renewal emails.
- Manage relationships and budget with all partners and suppliers, especially our member insurance provider and external printing and fulfilment partner.
- Work with British Rowing's Insight Manager to ensure regular internal communications around membership numbers, trends and associated data.
- Work with and support senior volunteers in key British Rowing committees as required.

Team management:

- Ensure the Membership Services team have all they need to provide outstanding customer support, including being appropriately resourced and supported by the wider organisation during key busy periods of the year.
- Through effective line management and leadership, ensure the Membership Services team are happy, motivated and high-performing in their roles.

This job specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.

Person Specification

Essential:

- Strong leadership skills with experience of line management in a high-performing team.
- Solutions focused, with experience of turning high-level objectives into tangible commercial and/or customer experience outcomes.
- Experience of growing a customer base through product development and/or the development of sales and marketing programmes.
- Highly motivated with a can-do attitude and willingness to work at both a strategic and hands-on level.
- Excellent verbal and written skills, with experiencing of creating and delivering presentations to senior stakeholders and management.
- Good understanding of online systems, with the ability to understand and communicate in technical terms with IT stakeholders.
- Ability to understand and interpret customer experience data, and create actionable insight from it.

- Personable, collaborative and ready to engage with the rowing community, and to contribute to a dedicated, hard-working, supportive and friendly organisation.

Desirable:

- Knowledge and/or, a passion for, the sport of rowing.
- Experience of working in sport – eg. a national governing body, sports league, sports brand or similar, either professionally or as a volunteer.
- Experience working in a membership or similar organisation – eg. a professional services or trade association.
- Working knowledge of CRM practices and principles.
- Experience of copywriting or content marketing.

Additional Information

Standard British Rowing working hours are 9:00 to 17:00 although flexibility will be required at busy times to ensure core objectives are achieved. Note that due to the nature of our sport you will be required to work occasional weekend days.

Due to the requirements of our internal systems this role will be office-based with only occasional opportunities to work off-site, however national travel may be required.

British Rowing is a membership organisation funded partly by the exchequer and by the National Lottery via Sport England and UK Sport. The organisation is responsible for the training and selection of individual rowers and crews representing Great Britain, and for the development and participation of rowing and indoor rowing in England. Rowing is one of the most successful British Olympic sports of all time delivering 26 Olympic and Paralympic medals since Sydney 2000. We are committed to ensuring that the sport continues to thrive from the grass roots right up to winning medals at the Olympic Games.

Equal Opportunities

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.