Membership Engagement Manager

CANDIDATE PACK
Full Time
35 hours per week
Permanent
The Membership Team

The Membership Team is comprised of smaller teams responsible for membership engagement, education, membership & qualifications, examinations and the coordination of internationally based regional groups.

It is a highly collaborative team who have a variety of pressure points throughout the year and each team member is expected to work flexibly and contribute as required.

The Membership Engagement Manager is a new role that will help shape the engagement strategy of the whole membership base and will work very closely with the Head of Membership and Education to implement new and existing ideas through successful project management.

They will oversee the delivery of new initiatives to support membership growth and retention. Heading up a small team inclusive of the Regional Group Coordinator and Education Officer, they will work cohesively to provide services and support at all stages of a member’s career.

This is an exciting role that will see the holder build good relationships with other teams within the Institution to be able to deliver projects within agreed timeframes and budgets.
Why work for the Institution?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 65 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It’s bright, modern and open-plan, supporting a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit in to our small organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

For more information, please read on:

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More about us:

- Our organisation, governance and values: page 10
- Organisational Structure: page 11
Job description and person specification

1. Job details

Job title: Membership Engagement Manager
Reports to: Head of Membership and Education
Responsible for: Education Officer
Regional Groups Coordinator
Date: July 2019
Location: The Institution’s HQ, London or elsewhere as reasonably required.

2. Job purpose

To work closely with the Head of Membership and Education and any other relevant staff/teams to support continued membership growth.

To identify, develop and implement proactive member engagement strategies to increase membership recruitment, retention and progression across all membership grades in line with agreed targets.

To improve and enhance engagement with stakeholders (both members and non-members) by identifying and assisting in the development of new services and materials to add value to membership.

To manage the implementation of the Institution’s education strategy.

3. Role and responsibilities

1. Assist in the development of operating plans including the identification and delivery of new services and materials to add value to the membership proposition.

2. Project manage the implementation of operating plans, which improve member recruitment, engagement and progression through all membership grades, ultimately leading to improved membership retention and overall growth in all grades.

3. Increase engagement with academic communities around the world to improve student recruitment and transfer into Graduate/professional membership. This will include, but is not limited to, oversight and management of the of the Annual Academic Conference, participation
in Joint Board of Moderators (JBM) accreditation activities, management of Student Liaison Officer relationships and monitoring of the education environment.

4. Increase engagement with young member groups including the Young Members’ Panel, young member regional groups and other organisations to deliver activities in line with the Institution’s education strategy.

5. Increase engagement with employers and enhance relationships by better understanding employer objectives and directly linking them to a developing membership proposition.

6. Manage, via the Education Officer, the delivery of full administrative support for the Education Committee, including preparations of agendas, papers and minutes of committee meetings and undertaking appropriate actions.

7. Manage the Education Officer and Regional Group Coordinator, to oversee and ensure the delivery of departmental tasks and objectives. Lead and provide day to day management of the team, proactively resolving any issues.

8. Work collaboratively with the Membership and Examination teams and other departments/panels/committees, to develop project plans to ensure timely delivery of initiatives.

9. Support the process of annual budget preparations and ensure activities remain within budget limit.

4. General responsibilities

1. Support the Head of Membership and Education in meeting departmental targets.

2. Maintain an understanding of the academic/employer environment and a broad knowledge of routes to membership.

3. Continuously review and improve processes, systems etc. which support the efficiency and day to day running of the department which support the efficiency and stability of the Institution.

4. Comply with all Institution Policy and Procedures.

5. Any other reasonable ad hoc duties as required.

5. Communications and working relationships

1. Members of the Institution both existing and potential.

2. Committees and panels in particular the Education Committee and Young Members’ Panel.

3. Employees and other departments within the Institution.

4. External Bodies e.g. universities, JBM, Engineering Council, Royal Academy, EngineeringUK and companies.
# 6. Knowledge, skills and experience required

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<th>Criteria</th>
<th>Essential/Desirable</th>
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<td><strong>Qualifications and Knowledge</strong></td>
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<tr>
<td>Educated to degree level or equivalent experience.</td>
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<td>Knowledge of the professional body/membership/education environment (preferably with an engineering context).</td>
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<td><strong>Skills</strong></td>
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<td>Excellent organisational skills, able to work independently with minimal supervision and with a systemised/methodical approach to managing multi-stream workload with the ability to work under pressure to meet tight deadlines/targets.</td>
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<td>Excellent written and oral communication skills with the ability to present and explain detailed information clearly and succinctly to a wide range of audiences.</td>
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<td>Excellent interpersonal skills with the confidence to work with professionally qualified volunteer Chairs/panel members, internal colleagues and external stakeholders.</td>
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<td>Flexible, resourceful and self-motivated with a passion to deliver organisational improvement visibility and awareness of the profession.</td>
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<td>Persuasive and influential, able to build and develop professional networks to promote the Institution’s routes to membership, services and activities.</td>
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<td>Attention to detail, accuracy and ability to check detailed information, able to critique own work and the work of others.</td>
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<td><strong>IT Skills:</strong></td>
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<td>Word/Outlook/Excel/PowerPoint to Intermediate/Advanced standard.</td>
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<td>CRM/Database systems</td>
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<td><strong>Experience</strong></td>
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<td>A proven track record of meeting targets and delivering improvement and new services/materials through the management of staff, member and external stakeholder resources.</td>
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<td>A proven track record of developing and implementing customer/client engagement strategies.</td>
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<td>Working with and influencing stakeholders to achieve organisation goals.</td>
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<td>Delivering presentations to a variety of audiences with the ability to adapt personal style to engage with the key audience</td>
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<td>Delivering on specific areas of operating plans through effective project management.</td>
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<td>Secretariat experience, working with volunteer chairs, developing agendas, taking minutes and delivering on action points.</td>
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<td>Supporting budget preparation, management and reforecasting.</td>
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<td>Managing and leading a small team.</td>
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<td><strong>Other</strong></td>
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<td>The job holder will be required to travel in the UK to deliver presentations, attend meetings and this necessitates occasional overnight stays.</td>
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This job description does not form part of the contract of employment and may be subject to change.
Salary and package details

Salary: £38,800 - £45,000 per annum subject to experience

Contract: Full time – 35 hours a week within a flexi-time system

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

From the join date:

- 23 days annual leave per annum plus bank holidays, rising with service
- Life Insurance – death benefit subject to scheme eligibility rules

From the successful completion of the probation period, whilst provided at the Institution’s discretion, may be subject to scheme eligibility rules:

- Participate in the Institution’s pension plan arrangements
- Private Medical Insurance
- Health Cash Plan
- Permanent Health Insurance
- Season Ticket Loan
- Reimbursement of one membership subscription to an agreed appropriate professional association, including this Institution.

The Institution reserves the right to exercise its discretion to amend or withdraw any or all of the above benefits.
How to apply - the recruitment process

Applicants should submit their up to date CV and a cover letter demonstrating how they meet the knowledge, skills and experience required for the role as depicted in the job description.

All applications should be sent to: hr@istructe.org

On receipt, your application will be sifted by the recruitment panel and assessed against the criteria for the role. All successfully shortlisted candidates will be contacted by telephone and invited for interview. We reserve the right to close or extend this position depending on application numbers. Therefore, we would urge candidates to apply as soon as possible. Applications are sifted on receipt and shortlisted candidates are contacted to be invited to an interview.

If you have not heard from the Institution within two weeks of your application, it is with regret that you have been unsuccessful on this occasion. Due to the volume of applications we receive we cannot write to all applicants.

Applicants must possess a current right to work in the UK.

The selection process will consist of a job-related assessment followed by a face to face interview with the Head of Membership & Education and a member of the Human Resources Team. The interview will comprise of competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution.

Those successful at first interview will be called back for a second interview.
The Institution of Structural Engineers

With over 32,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

Governance
The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 65 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

Our values
The Institution of Structural Engineers has three core values in which our work is focused. These areas aim to support the role of the structural engineer around the world and help to ensure that the environment we build will inspire future generations.

Professional standards
We endeavour to ensure that our members are highly skilled and work to the highest level by maintaining a commitment to professional standards within structural engineering.

We strive for continued technical excellence; advancing safety and innovation across the built environment.

Celebrating excellence
It is our goal to celebrate and reward the most talented structural designers in the field.

We promote greater understanding of the structural engineering profession by sharing the achievements and milestones of the industry with the public, creating an immediate and lasting impression of how structural engineers shape the environment.

Sustainability
The Institution leads best practice on the key issues facing the structural engineering industry.

We aspire to create and promote sustainable solutions that can be used in practice in the built environment.

For more detailed information about the Institution please visit our [website](https://www.istructe.org).
Organisational Structure

With effect 01/08/2019