

## THE CHARTERED INSTITUTION OF HIGHWAYS AND TRANSPORTATION

<b>Job Title: Head of Membership and Member Services</b>
<b>Reports to:</b> Director of Communications and Marketing
<b>Job Purpose</b> <ul style="list-style-type: none"><li>• Develop and promote clear criteria and pathways to membership</li><li>• Actively pursue opportunities to grow CIHT's paying member base</li><li>• Achieve and exceed membership related income targets</li><li>• Develop and implement the Membership Recruitment, Retention and Engagement strategy to achieve business objectives and Key Performance Indicators</li><li>• Support and monitor the performance of CIHT Regions and Nations to ensure alignment with corporate priorities</li><li>• Develop proposals to expand and improve CIHT's member services</li><li>• Ensure compliance with GDPR with regard to membership processes</li><li>• Manage the performance and business reporting of the areas covered by the post</li><li>• Advise the Membership and Member Services Board on membership matters including associated opportunities and risks</li></ul>
<b>Key Contacts</b> <p>The post holder will:</p> <ul style="list-style-type: none"><li>• Support the Senior Management Team and work closely with other Heads of Department, managers and all CIHT staff.</li><li>• Develop close working relationships with CIHT Regions and Nations and international groups</li><li>• Advise and support members of relevant CIHT Boards and Panels</li><li>• Build relationships with senior external contacts in all parts of the sector.</li></ul>
<b>Key Responsibilities</b> <p>The post holder will:</p> <ul style="list-style-type: none"><li>• Put in place systems and processes to develop, agree and deliver both a forward plan and a reactive capability to produce membership outputs in line with CIHT business priorities.</li><li>• Oversee the implementation of the Member Recruitment, Retention and Engagement strategy</li><li>• Develop and deliver a Volunteer strategy</li><li>• Develop business cases for new membership products and services for consideration by the Senior Management Team</li><li>• Manage available resource both internally and externally to deliver agreed outputs within the specified timeframe</li><li>• Report on all aspects of progress on the delivery of business plans, identifying risks and future resource requirements to the Senior Management Team and relevant Boards and Panels</li><li>• Act as Secretary to the Membership and Member Services Board</li><li>• Proactively liaise with other heads of department and managers across CIHT to ensure delivery of CIHT's business plans and achievement of corporate targets</li><li>• Proactively engage with CIHT members and partners to develop and deliver services that add value to the membership offer</li><li>• Proactively engage with external organisations to promote CIHT membership, gather and share examples of good practice and establish the Institution as the leading membership organisation in the sector</li></ul>

- Ensure full utilisation of the CRM to gain maximum efficiency in respect of membership processes and services.
- Act as CIHT's key contact for membership matters, delegating tasks and escalating issues to the Senior Management Team, as appropriate.
- Ensure compliance with the GDPR regulations across all membership services
- Work with marketing colleagues to sell the benefits of membership to new and existing members
- Manage and coach the membership team

### **Dimensions**

The post holder will have line management responsibility for the Membership team (currently 4.5 FTE staff)

### **Personal specifications**

Required:

- Degree level or higher standard of education.
- Comprehensive experience in developing and delivering high quality member services
- Significant previous experience operating proactively within a committee-based governance structure (gained within a professional body, academic institution, awarding body, charity environment or the like)
- Proven track record of delivering membership growth
- Demonstrable knowledge of CRM
- Experience of business planning and budget development and management
- Experience of statistical analysis, evaluation and reporting
- Experience of staff management
- Excellent writing and presentation skills, with the ability to present ideas and concepts to a broad set of audiences
- A proven sales or business development track record

### **Desirable**

- Experience gained in an engineering, construction or transport planning environment.

## Skills and competencies

- **Attitudes & Responsiveness** – Adopt a positive attitude to engagement with a wide range of individuals.
- **Personal Organisation & Delivery** – Comfortable with taking forward multiple issues concurrently. Ability to plan activities clearly for themselves and others in a sustained way. The post holder will have excellent communication skills and the ability to produce high quality written output in a range of styles. They will be comfortable presenting to different audiences.
- **Using Knowledge & Expertise** – Have the ability to link issues across different areas for effective output by continuing their own professional development, recording knowledge for others to use and passing knowledge and expertise on to others. They will be confident in understanding new subject areas and developing ideas. They will be competent across a range of IT packages.
- **Developing Ideas / Problem solving** – Able to lead a team approach to developing ideas and problem solving whilst achieving agreed outputs
- **Cross Team working** – Be comfortable with cross team working to achieve outcomes for CIHT and will actively encourage working across teams.
- **Building & managing relationships with key stakeholders** – Have significant experience and skills in developing relationships with senior stakeholders across external organisations and in similar bodies to CIHT.
- **Strategic thinking & decision making** – Able to contribute to the strategic development of CIHT. They will be comfortable in taking decisions at an appropriate level but will be experienced in recognising when issues need to be raised with others.
- **Managing & Developing performance** – Comfortable in managing staff and improving performance within the frameworks set out by CIHT. They will be proficient in developing and delivering all aspects of business performance updates in the areas they manage.

May 2021