



## Membership Lead

**Salary:** 33-36k, depending on experience

**Closing date:** 12 noon, 24 June 2021

**Department:** Schools

**Location:** We are currently reviewing our ways of working in light of the pandemic. We welcome applications to this role from across England as the role will be predominantly home-based, with regular travel to London (at least monthly) as well as national travel to attend meetings and work collaboratively from September onwards.

**Contract:** Permanent, subject to successful probation review at 3 months.

**Terms:** This is a full time post, but we would welcome applications from those looking for 0.8 FTE.

**Start date:** July 2021

**Benefits:** 33 days holiday (inclusive of bank holidays) and additional Christmas closure period. Holiday entitlement increases linked to length of service, employer contribution to pension, interest-free season ticket, cycle and technology loans, employee assistance scheme.

### About Voice 21

Voice 21 is the national oracy education charity. We exist to empower every child to use their voice for success in school and life. Our work transforms learning and life chances through talk by increasing access to a high-quality oracy education for those that need it most.

Over the past five years, Voice 21 has grown from operating in a single school in London to a national organisation, with a network of over 600 schools across the country. We are now embarking on our new five year strategy which aims to deepen our impact on outcomes for this generation of children and young people and those to come by significantly increasing the number of Voice 21 Oracy Schools in areas of high need and mobilising a movement of teachers and schools. To help us achieve this, we are recruiting for a number of new roles designed to enable the organisation to reach and support more schools, improve our ways of working and deliver our ambitions.

## Role purpose:

**To lead on the design and delivery of a compelling and high impact membership experience for our schools, grounded in brilliant school experience and expert relationship management.**

Working closely with our team of school-facing Membership Officers and Oracy Consultants, you'll bring your high standards for customer service, understanding of account management and keen eye for improvement to shape our schools' journey: from sign up to engagement to retention and renewal. You'll be able to drill down into the detail, using data to gain insights from our schools and enhance their experience, while not losing sight of the big picture: how we build and mobilise a national network of schools to bring about systemic change.

You will enjoy the challenge of taking ownership of a major strand of work and finding and implementing creative solutions to big questions such as:

- How can we scale our membership and impact to best support our target population?
- How can we sustain lasting member relations and continue to engage our alumni schools?
- How can we empower our leading schools and strongest advocates to create impact across our network?

## Key responsibilities:

- Designing, implementing and managing a smooth and personal end-to-end member (customer) experience from sign up to engagement to renewal and alumni
- Setting the standard for member experience and account management e.g. through the development and support of our Membership Officer team; establishing processes within our membership management function.
- Devising & managing how we report on our schools' membership experience (internally and for external stakeholders such as Local Authority or Multi-Academy Trust commissioners), and using these insights for continuous improvement.
- Working closely with Membership Officers to improve our member engagement, retention and to deliver annual renewal targets.
- Improving our school membership management and our organisation's efficiency through working with the Operations team to plan and oversee the ongoing development of Voice 21's digital systems, in particular our CRM (Salesforce). e.g. opportunities for automation
- Taking overall responsibility for the management of membership communications: working across the Schools and Communications teams to sequence, commission,



write and monitor campaigns to increase the engagement and retention of our members.

- Overseeing the quality of the school experience on our programme of professional development courses (held in-person and online)
- Collaborating across teams to coordinate and manage our programme of member events.
- Identifying, designing and implementing initiatives to improve how we support our member schools e.g. to increase engagement.
- Working with colleagues in the Schools team and Learning & Impact team to devise and implement new 'products' within our membership which strengthen our member experience and impact e.g. establishing Lead Voice 21 Oracy Schools, designing and operationalising our offer for alumni schools.
- Devising and/or commissioning from other teams membership products which add value to the schools and groups of schools we work with e.g. project impact reports

#### **You'll take ownership for:**

- Ensuring every Voice 21 Oracy School has a high quality member experience
- Membership engagement and renewal
- Leading continuous improvement within our membership offer to schools

#### **We succeed when we work together. Here's who you'll be working with regularly:**

- Our Membership Officers, who steward our schools throughout their membership and our Oracy Consultants who work with each school to transform teaching and learning through talk.
- Our Engagement & Partnerships Lead, who brings new schools into our membership network.

#### **About you**

##### **Essential skills:**

- A self-starter who takes on new opportunities and challenges with positivity and enthusiasm.
- Comfortable managing ambiguity, happy to tackle problems that don't have clear outcomes or solutions.
- A team player who enjoys collaborating with, and learning from, others.
- A creative problem solver - finding new and better ways for the organization to be successful, with a focus on continuous improvement
- A network builder - effectively building formal and informal relationship networks inside and outside the organisation

### Knowledge & experience:

- You have a track record in creating a high quality customer experience, with a strong relationship management, account management or membership management background.
- You have experience of using and improving a CRM system (preferably salesforce) to deliver an frontline service experience and are able to model, share and develop this skill in others.
- You have a keen eye for data to support decision making and can demonstrate how you have used this to drive improvement in outcomes.
- You are an excellent communicator and are confident talking to and writing for a range of stakeholders across the education sector, from teachers to headteachers to CEOs and local authorities.
- You have previous work experience within education, a membership organisation or not for profit (preferable)
- It would be helpful (though not essential), if you have previous start-up/ scale-up experience.

### You'll love this job if:

- You are in your element taking on big questions, working and influencing across teams to find solutions but are just as comfortable mapping out the detail and seeing your plans through to delivery.
- You take pride in the high standards you set and understand that small personal touches go a long way.
- You are passionate about the impact of oracy and the power of school networks in bringing about social change.
- You enjoy working as part of a fast-paced, fast-growing team with big ambitions and are excited to use your initiative to help us achieve these.

**To apply:** please send a cover letter and CV to [careers@voice21.org](mailto:careers@voice21.org) with Membership Lead as the email subject title. Please ensure both documents are no more than two pages and that the focus of your cover letter is on why you want to work at Voice 21 and how you meet the requirements of the JD.

Please also click [here](#) to fill out our Equality and Diversity Monitoring Form

**Closing date:** 12 noon on Thursday 24 June. We will be sifting applications on a rolling basis.

**Interview date:** Provisionally Tuesday 29 or Wednesday 30 June (via Zoom)



**Start date:** July 2021 (we can be flexible for the right candidate)

**Questions:** if you have any questions about the role, or would like to discuss it before submitting an application, please contact our Director of Schools, Alice Stott (alice@voice21.org)

### **Valuing every voice**

Voice 21 believes that every voice should be heard and valued and we want to be a diverse and inclusive organisation where everyone, from any background, can thrive and do their best work.

We particularly welcome applications from disabled, Black, Asian and Minority Ethnic (BAME), Lesbian, Gay, Bi, Trans including non-binary (LGBTQ+) candidates, and candidates from low income families. These groups are currently underrepresented at Voice 21 and we are committed to increasing representation and diversity at the charity.