



Job Description

Post:	Head of Membership
Location:	Ryton Organic Gardens, nr. Coventry (Garden Organic Head Office). Hybrid working options available
Reports to:	Director of Membership & Communications
Salary:	£30,000 - £37,000 dependent on experience
Hours:	35 hours per week
Responsible for:	3 x Membership Officers

Background:

Garden Organic is the UK's leading organic growing charity. For over 60 years we've been researching and promoting organic growing to get as many people as possible growing the organic way. We know that organic growing is the most sustainable way of growing, and offers far reaching benefits for human health, and the health of the environment & wildlife.

Our work is as interesting as it is varied; we provide advice to our 20,000 members online, through videos, social media and more; we support organic growing activities up and down the UK; we maintain the Heritage Seed Library; we raise awareness of issues impacting organic growers, and so much more.

Consumer awareness of the many benefits of organic gardening is growing year on year, and we want to grow with it.

Overall purpose of the role:

We're looking for a self-motivated, ambitious and experienced membership professional to help us engage and grow our membership base. You will lead and inspire our membership team to nurture relationships with our members and deliver a consistently excellent level of service. You will develop our membership structure to ensure it meets the needs of our current and future members. You will take ownership of the charity's database, identifying ways to use the database to deliver efficiencies and improvements in service, and understand how the information held within it can inform our future strategy.

Main duties:

1. To work with the Director of Membership and Communications on the development of the charity's membership strategy, leading the team to achieve key performance indicators.
2. To set and manage the budget for the membership function, taking responsibility for achieving annual income targets whilst managing expenditure.
3. To be an integral part of the charity's Management Team, inputting membership insight into strategic and operational discussions.



4. To manage the charity's CRM, maintaining accurate membership records, liaising with our third party provider and working to identify continual improvements and efficiencies to better our service to our members.
5. To identify new opportunities to increase the size and engagement of the membership base, producing business cases and budgets as required.
6. To manage the membership team and external agencies as required.
7. To produce management information reports, for use across the organisation, including by the Board of Trustees, the Finance Team and the Management Team, to support future planning and analysis of progress against targets.
8. To oversee the collection of membership fees and donations via Direct Debit, credit card or cheque and liaise with the Finance team to prepare daily and monthly reconciliations.
9. To promote, support and develop the network of local organic groups.
10. To ensure the membership team fulfils its legal and statutory requirements with regards to payments, data handling, safeguarding and any other legal obligations which may arise.
11. To work with other departments to understand, monitor and grow supporter value, including the journey pre and post membership.
12. To lead planning and delivery of charity's the Annual General Meeting/Members' Day.
13. To act as ambassador at public events outside of Ryton, promoting the charity and the benefits of membership.
14. To undertake day to day membership administration activities, supporting the team with answering the phone and responding to emails.

Working for Garden Organic:

Garden Organic is based at Ryton Organic Gardens, just outside Coventry, and we have projects taking place up and down the country. We currently offer hybrid working, with some office-based staff able to work partly from home, depending on their specific role. We have a generous pension and annual leave scheme, and offer free access to an Employee Assistance Programme. In addition, all colleagues are encouraged to complete courses in organic growing principles and techniques.

We are a disability confident employer that proudly holds a Thrive at work wellbeing award. As part of our commitment to Diversity and Inclusion, all job applications will be anonymised before being submitted to the shortlisting panel. You may, if you wish, submit an anonymised CV; however, please ensure your application meets the criteria listed and that we have an email address or phone number to contact you about your application.

It is the nature of work at Garden organic that tasks and responsibilities are, in many circumstances, unpredictable and varied. All staff are expected to work in a flexible way when the occasion arises where tasks are not specifically covered in the Job Description and have to be undertaken. Some evening, weekend and bank holiday working may be required.



Personal Specification:

Experience	Essential	Desirable
At least five years' experience in a customer service or membership role	✓	
Experience of managing and using a customer relationship database	✓	
Experience of compiling and analysing data, and producing reports.	✓	
Experience of line management within a Team Leader or Supervisor role	✓	
Experience of budget management		✓
Knowledge and skills		
Effective daily allocation of department resources	✓	
Ability to maintain a high level of departmental motivation	✓	
Understanding of GDPR and its application to membership organisations	✓	
Computer literate – use of Microsoft Office, email, etc	✓	
Financially aware/numerate	✓	
Knowledge of ThankQ CRM		✓
Personal qualities		
Innovative and pro-active; a creative thinker and problem solver	✓	
Flexible and positive approach to work	✓	
Confident and willing to take on new challenges	✓	
Ability to establish and maintain effective working relationships with other departments, members and suppliers	✓	
Supportive of Garden Organic's principles and ethos	✓	
Ability to work under minimal supervision, make decisions and act on own initiative	✓	
Ability to work effectively under pressure and handle changing priorities	✓	
Excellent written and spoken communication skills	✓	