



Job Title	Membership Engagement Manager
Band	5
Group	Membership, Quality Enhancement and Standards
Responsible to	Academic Engagement Manager
Responsible for	N/A

Organisational context

QAA is the UK's independent quality body for higher education. Founded in 1997, we work with sector stakeholders and students across all four nations of the UK and build international partnerships to enhance and promote the reputation of UK higher education worldwide. Our vision is for world-leading and independently assured higher education.

QAA has changed to meet the evolving needs of a sector that has undergone reform across all nations of the UK. QAA is the UK's authority on quality and standards, acting as custodian on behalf of the sector of reference points including the UK Quality Code for Higher Education, Subject Benchmark Statements and the Frameworks for Higher Education Qualifications.

QAA provides services through membership to benefit universities and colleges throughout the UK and to support their operation globally. We work closely with the governments in Scotland, Wales and Northern Ireland, and until March 2023 have a discrete role providing assessment functions for the Office for Students as the Designated Quality Body in England. The Membership Engagement Manager role within QAA's Membership, Quality Enhancement and Standards team is critical to delivery of the Agency's vision and refreshed membership offer.

Role summary

Membership Engagement Managers (MEMs) develop and act on insights into the member journey to improve the membership offer and ensure its continued relevance. Through these activities MEMs secure engagement and retention and encourage effective membership activity. They also play a key part in generating new business by identifying opportunities for our members to engage in further services or activities.

They are the first point of contact for an allocated number of higher education providers, ensuring their needs are met, they feel heard, can share practice, and feel part of the QAA community and membership. This often includes providing a gateway into QAA resources, events, training and webinars as well as listening to members' priorities and considering how QAA is best placed to help them meet their organisational objectives.

Main duties and responsibilities

- Be the first point of contact for an allocated number of QAA Members.
- Establish close relationships with a case load of members to foster member loyalty through high-quality interactions at each step of the member journey.
- Segment members in their case load so that membership initiatives, communications and resources can be targeted to improve the membership experience and increase the effectiveness of recruitment activity.
- Liaise with other Membership Engagement Managers to ensure a coordinated and effective membership engagement approach.
- Create and deliver account management plans.
- Be responsible for the development, implementation and ongoing management of robust Customer Relationship Management (CRM) and other data in relation to their case load, to ensure that the data is complete, accurate and up to date.
- Produce regular and ad hoc management information reports drawing on the CRM system and other intelligence relating to membership, ensuring that all reports are accurate, relevant and user-friendly.
- Produce management information reports from the CRM system relating to membership, ensuring that all reports are accurate, relevant and user-friendly. Assist in the regular and ad-hoc production of reports when required.
- Develop and enhance membership policies and procedures.
- Continuously review processes to streamline and introduce efficiency savings where possible.
- Lead the development and implementation of membership retention and recruitment campaigns.
- Cross-promote services, involving liaison with staff in International and Professional Services, and meet membership retention targets.
- Contribute to membership and other QAA activities and events, for example, by facilitating breakout sessions, sourcing speakers or producing written outputs.

Key contacts

- Colleagues at all levels, both internal and external to QAA.
- Works closely with the Director of Membership, Quality Enhancement and Standards and Academic Engagement Manager to manage relationships with QAA Members and the sector.

The job description sets out the main duties of the post at the date when it was drawn up. The duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence.

Person Specification

Attributes	Criteria	* How measured
Experience	<ul style="list-style-type: none"> • Experience of membership recruitment, retention and engagement in a membership organisation, higher education or similar. • Proven experience of managing and implementing appropriate Customer Relationship Management (CRM) processes. • Experience of working in higher education or a closely related environment would be highly desirable. 	<p>A, I</p> <p>A, I</p> <p>A, I</p>
Qualifications and training	<ul style="list-style-type: none"> • Bachelor's degree or equivalent experience. 	A
Knowledge, skills and abilities	<ul style="list-style-type: none"> • Knowledge of, or interest in, the higher education sector and a willingness to learn and develop knowledge of quality assurance and enhancement in higher education. • Ability to build, foster and maintain positive professional relationships. • Demonstrated commitment to high-quality customer service. • Excellent written and verbal communication skills. • Excellent interpersonal skills with the ability to develop and maintain strong, effective working relationships. • Experience of working effectively as part of a team. • Strong organisational and planning skills, managing a complex workload working to multiple deadlines. • Knowledge of relationship management best practices. • Problem solving and conflict resolution capabilities. • Capacity to develop an in-depth understanding of the business and related services. • Sensitivity and understanding of working in a customer and service-focused environment. • Ability to manage own work in a structured and methodical way. • Experience of working with a CRM system, such as Salesforce, is highly desirable. 	<p>A, I</p> <p>A</p> <p>A</p> <p>A, I</p> <p>A</p> <p>A</p> <p>A</p> <p>A, I</p> <p>A</p> <p>A</p> <p>A, I</p> <p>A, I</p> <p>A</p>
Behaviours	<ul style="list-style-type: none"> • A willingness to work flexibly with a flexible, 'can-do approach'. • Show initiative where necessary to meet the needs of QAA. • Demonstrate the highest standards of personal conduct, honesty and integrity that inspires trust and confidence. • To ensure the image of QAA is represented in a positive, helpful and professional manner. • Highly motivated and able to work under pressure. • Confident and self-motivated. • Critical reflection and continuous improvement. • Ability to demonstrate understanding and apply our workplace values. 	
Location	Flexible with travel to our Gloucester Office and other national and, potentially, international travel	

*A: Application; I: Interview; E: Exercise

Date: September 2022