



JOB DESCRIPTION

Job Title: Membership Engagement Executive

Specification agreed by: R3 CEO and R3 Technical and Education Director

Service Area: Business Development

Location: London

Grade/Salary: £30,000 - £35,000

Contract: Full-time Permanent

Date of last update: August 2019

Report to: R3 Business Development and Relationship Manager

Line Management Responsibility for: none (at present)

JOB PURPOSE

1. In support of R3's member recruitment, renewal and retention initiatives, to take responsibility for developing, co-ordinating and strengthening a comprehensive member engagement programme across R3, developing and implementing comms, feedback and engagement strategies to ensure that members are engaged with R3 and understand the value of R3 membership.
2. To be responsible for developing and implementing a rolling strategy of communications with R3 members, working collaboratively with R3's Business Development and Marketing Executive and R3's Events Marketing Executive to keep members informed of the organisation's activities at both a national and regional level; to showcase best practice (in terms of events or member experience) in the R3 regions; to generate interest in R3 events and to encourage members to maximise the value of their R3 membership.
3. To develop and maintain strong and positive relationships with R3's members, acting as a principal point of contact for members at a regional and national level.
4. To ensure R3's member engagement and comms programme is aligned with the overall strategic aims of R3.
5. To provide specific support for R3's regional network, smaller practices community, women's groups and new professionals groups, ensuring that each make a strong financial contribution to R3; that they serve as effective means of ensuring members (and potential members) are fully

engaged with R3; that, through these constituencies, members understand and value R3 membership; and that members of particular constituencies understand that their specific needs are served by R3 and contribute to the activities of the organisation.

MAIN DUTIES AND RESPONSIBILITIES

6. Ensure that R3's member engagement and comms programme is aligned with the overall strategic aims of R3.
7. Plan and implement a comprehensive membership engagement and comms programme, to show case the work of all R3 teams and to disseminate information to all members, using a variety of delivery channels, including (but not limited to) a regular member newsletter, regional newsletters and social media to ensure members are aware of the value of R3 membership.
8. Develop and maintain strong and positive relationships with our members, being a principal point of call for member enquiries.
9. Develop and maintain strong relationships with regional committees ensuring a positive experience for engaged R3 members. Develop strategies to encourage and support members taking up volunteer roles on R3 committees.
10. Drive and increase income from our regional network and activities.
11. Support and work closely with R3 management in monitoring regional performance against key performance targets, including regional contributions from events. Identifying under-performing regions and supporting those regions in introducing initiatives to increase regional engagement and contribution.
12. Support key member group engagement including new professionals, women's groups, and smaller firms, to ensure that the needs of key member groups are identified and met and that such groups perceive value in their membership.
13. Provide secretarial support to both the Regional Communications and Smaller Practice Group committees, identifying matters to be discussed at the committee meetings, working with the Committee Chairs to prepare and issue agendas and supporting papers, undertake back ground research, attending meetings, writing and circulating minutes and progressing action points.
14. Work closely with other members of the Business Development team to support initiatives to drive new membership.
15. Support the Press, Policy and Public Affairs team by assisting with the organisation of policy initiatives and events which will allow members to contribute to R3's press and public affairs work.
16. Support the Events team by assisting with the organisation of regional events, regional conferences and SPG Forum.
17. Bespoke project work – as part of your role in managing a number of R3's committees and working groups, you will be responsible for overseeing and progressing discrete projects, which could include research into technical and practical projects; developing bespoke reports and guidance documents; drafting briefing documents; and developing and analysing data management information to support a number of R3's other areas of work.
18. Attendance at regional meetings and events, including making relevant presentations. Ensuring that R3 President attends all R3 regions at least once during the presidential year. Co-ordinating attendance at regional meetings for other R3 teams to ensure the work of R3 is showcased.