

Application Pack – Membership Manager

[Sustainability West Midlands](#) (SWM) was established in 2002 as an independent, not-for-profit organisation. We strive to make the West Midlands region more sustainable, fairer and greener for all. Our vision is that the West Midlands is leading in contributing to the national target of net zero greenhouse gas emissions by 2050 whilst addressing health inequality and driving inclusive growth, framed through our [Roadmap to 2030](#). We have around 200 diverse [members](#) who are leading organisations in the private, public, and third sectors including Arup, the Crown Estate, Mott MacDonald, National Express and Veolia. We also deliver consultancy projects with our members and more broadly.

Why Join Us?

- Rewarding career: Be part of a mission-driven, not-for-profit organisation that makes a real impact
- Career prospects: Develop your skills in a supportive, dynamic and growing organisation
- Hybrid role: Enjoy the flexibility of working both in our Birmingham office, at home, and on-site

You'll be central to our small dynamic team that has been making a difference throughout the West Midlands for over 22 years. We're a small team with huge reach and are looking for someone who will be able to fit in quickly and contribute and deliver for our members.

As a Membership Manager, you will be instrumental in driving the growth of our membership base across the private, public and third sectors. This role is ideal for a passionate and energetic individual who is eager to support West Midlands organisations and enjoys a blend of office and remote work. An entrepreneurial mindset will be beneficial and you will need to find creative ways of starting conversations with prospective members and creating appeal for membership. The ideal candidate will also thrive when given the autonomy to meet the objectives of their role and the organisation.

SWM are committed to the promotion of equality and diversity throughout our business and approach. We positively encourage applications from suitably qualified and eligible candidates regardless of age, disability, race, religion or belief, sexual orientation, gender identity, marital status, or pregnancy and maternity.

Application Process

To apply, please send a covering letter and your CV as **one electronic document of no more than 4 pages**.

In your covering letter please set out:

- a) Your contact details
- b) Where you heard about this opportunity
- c) Why you want to be considered for the role
- d) How you meet the essential criteria set out in section 3 'Person Specification Requirements' of the job description (see page 3)

In your CV, please set out supporting information including:

- a) Education and qualifications
- b) Current employment / role and salary
- c) History of relevant employment and non-paid work
- d) Two references – which we will contact if you are successful at interview

Please email this information to enquiries@swm.org.uk as soon as possible. If you meet the criteria for the role we will invite you to an interview in person at [our offices](#). As we're a small organisation, we will only provide feedback to those interviewed.

Job Description – Membership Manager

Reports to: Chief Executive

Location: Flexible working arrangements at SWM offices in central Birmingham and at home

Duration of post: Permanent, after three-month probation

Full time post: 37.5 hours a week although part time would be considered

Salary band: £28,000 - £34,999 per annum depending on skills and experience

Other benefits: 6% employers pension contribution, 28 days annual leave, Childcare Voucher Scheme, Cyclescheme, Employee Wellbeing Support Programme, commitment to training and development including professional accreditation

1. Context to the Role

[Sustainability West Midlands](#) strive to make the West Midlands region more sustainable, fairer and greener for all, through delivery against our [Sustainability Roadmap to 2030](#). We are an independent, not-for-profit company that works with our members in the private, public and third sectors. Our Board is private sector led with cross-sector representation; and is supported by our team of staff, volunteers and associates. We are committed to developing our staff to help grow the organisation and deliver our vision.

2. Main Purpose and Role

The main purpose of this role is to provide support to our existing members and drive the growth of our membership base. This role will also support business development activities and communications.

Responsibilities

- Provide strategic direction: Develop and deliver a new Membership Strategy aligned to our overall Business Plan to 2030, identifying opportunities for growth from both new and existing members. Report regularly to the CEO and the Board.
- Develop our premium ‘[Supporting Member](#)’ offer: Build upon success to date following launch of the Supporting Member offer in 2023, securing new Supporting Members and supporting existing members including the Crown Estate.
- Support [existing members](#): Provide ongoing support to current members, ensuring they maximise the benefits of their membership. Travel to support member activities and strengthen relationships. Be the primary point of contact for members, ensuring relationships are proactively managed and supporting the wider team in doing so.
- Securing new members: Identify and engage potential members using digital tools and methods. Attend exhibitions and events and deliver compelling presentations to prospective members.
- Business development: Support with the identification, development and implementation of new business development opportunities with members. Examples of our project work are [available here](#).
- Event management: Responsible for the design and delivery of engaging events for new and prospective members including our Annual Conference (usually held in the Summer), Members Mingle & AGM (usually held in the Autumn), and other ad-hoc events and webinars as required.
- Communications and marketing: Provide strategic direction for our communications and marketing functions by suggesting ideas for improved promotion of our brand and key messages, along with provision of content for the website, newsletter and LinkedIn.
- Line management and development of the Stakeholder & Engagement Officer (and other roles including volunteers as required), creating a high performing culture to ensure the successful delivery of team objectives.

As we are a small organisation, there is the expectation to be flexible and work collaboratively with colleagues to deliver other tasks as required.

3. Person Specification Requirements

	Essential Requirements	Desirable Requirements
1.	Work Experience / Background	
	Proven experience in account management and sales, preferably within the sustainability or related sector and in a membership context	Experience of working in a small business, consultancy, or not-for-profit organisation
	Experience of supporting the winning of new business opportunities	
	Experience of event management	
	Experience of line management and development	
2.	Skills, Aptitudes, Knowledge	
	Excellent communication, negotiation, and relationship building skills	
	Confident with Microsoft Office including Outlook, Word and Powerpoint	
	Strong communication and presentation skills	
	Familiar with website editing and use of social media, writing newsletters and communication and marketing tools	Proficiency with digital engagement tools
3.	Personal Qualities	
	Demonstrable passion in the sustainability mission of the organisation	
	Self-sufficient with proven skills in personal organisation and multi-tasking, including good diary and email management. Ability to make own decisions, use initiative and work as part of a team	
	Positive, well organised and focused to work under pressure to ensure deadlines are achieved – a finisher	

4. Values and Behaviours

Business led and business like

- Understanding of our vision, products, costs and our customers
- Maintain our professional standards of time keeping, presentation, clear & timely communications and trust
- Interest in the sustainability mission of our organisation and balanced approach to business and life

Creative and positive

- An open-minded approach to their work
- Committed to continuous improvement for themselves, the organisation & our customers
- Able to recognise barriers and propose solutions

Respectful

- Minimise the impact of our operations and maximise the impact our advice has on the environment
- Celebrate the diversity of individual's views and backgrounds we work with and seek to use the best of these to delivery our vision
- Commitment to health and safety

END.