



Membership Engagement and Compliance Officer – EMD UK job description

Please note: EMD UK are open to discussing a job share for this role.

As a Membership Engagement & Compliance Officer at EMD UK, your primary purpose is to cultivate a strong, engaging relationship with our community of group exercise instructors and members, ensuring they feel valued and connected to our organisation.

Your role is pivotal in developing and implementing comprehensive content strategies across various channels, including member newsletters, renewal communications, and re-engagement campaigns, to maintain and enhance membership satisfaction and loyalty. Additionally, you will support efforts in ensuring compliance with professional standards and continuous professional development (CPD) requirements, working in close collaboration with the Compliance and Support Manager.

Through effective moderation and management of member groups and online communities, you will foster a supportive and vibrant environment that encourages active participation and a sense of belonging among members. By owning the content for onboarding journeys, member newsletters, renewal processes, and upselling initiatives, you will directly contribute to the growth and sustainability of the membership base.

Your role is essential in highlighting new offers and ensuring that members are fully aware of the benefits and opportunities available to them, ultimately driving EMD UK's mission forward through an engaged membership community.

Title	Membership Engagement and Compliance Officer
Reports to	Marketing Manager
Line management responsibilities	None

Location	Home-based, with some travel required for meetings and events
Contractual Status	Permanent, full time (40-hours a week) or permanent part-time (hours TBC)
Salary Band	£25,020 - £33,030
Job Purpose	<p>Your role is pivotal in developing and implementing comprehensive content strategies across various channels, including member newsletters, renewal communications, and re-engagement campaigns, to maintain and enhance membership satisfaction and loyalty.</p> <p>Additionally, you will support efforts in ensuring compliance with professional standards and continuous professional development (CPD) requirements, working in close collaboration with the Compliance and Support Manager.</p>
Key Tasks and Responsibilities	<p>Role specific:</p> <ol style="list-style-type: none"> 1. Member Engagement: <ol style="list-style-type: none"> a. Develop and implement targeted engagement strategies to maintain high levels of satisfaction and involvement among group exercise instructors and other members. b. Create, manage, and optimise content for onboarding new members to ensure a welcoming and informative introduction to the community. 2. Compliance and CPD Monitoring: <ol style="list-style-type: none"> a. Conduct regular compliance checks and monitor CPD activities among members, ensuring adherence to required standards and regulations. b. Collaborate closely with the Compliance and Support Manager to align on compliance strategies, policy updates, and enforcement methods. c. Develop a communications strategy to inform members about compliance requirements and CPD updates in a way that is constructive and supportive rather than punitive. d. Supporting the membership support officers with instructor enquiries.

3. Content Creation for Member Communication:

- a. Member Newsletters: Devise and curate engaging monthly or quarterly newsletters, highlighting essential updates, industry news, and opportunities for professional development, aiming to keep the membership base informed and engaged.
- b. Renewal Journeys: Craft tailored renewal communications that emphasize the value and benefits of continued membership, using personalisation to resonate with members' experiences and achievements within the community.
- c. Lost Customer Engagement Campaigns: Design and implement re-engagement strategies for lapsed members, focusing on what has changed or improved since their departure and the ongoing benefits of rejoining the community.
- d. Upselling Initiatives: Develop compelling content and offers aimed at encouraging free members to upgrade to paid memberships, clearly articulating the added value and exclusive benefits of paid membership tiers.

4. Management of Member Groups and Communities:

- a. Facilitate and moderate member groups and online communities, creating a vibrant and supportive environment for sharing, learning, and networking.
- b. Implement strategies to increase participation in member groups, encouraging active engagement and fostering a sense of belonging among members.

5. Collaboration with Content and Marketing Teams:

- a. Work in tandem with content and marketing teams to ensure member communication is consistent, on-brand, and effectively highlights the value of membership.
- b. Utilise insights from member feedback and engagement metrics to inform marketing strategies and content development.

6. Feedback Collection and Analysis:

- a. Establish feedback mechanisms within member communities and through direct communication channels to gather insights on member needs and satisfaction.
- b. Analyse feedback to identify trends and opportunities for enhancing member engagement and compliance communications.

7. Membership Database Management:

- a. Maintain accurate records of membership engagement activities, compliance statuses, and CPD tracking within the membership database.

	<p>b. Use database insights to segment and tailor communications, making them more relevant and impactful for different member groups.</p> <p>Other:</p> <ul style="list-style-type: none"> • To administer processes of EMD UK • To comply with all GDPR regulations • To support the development of new and existing products and services. • To attend meetings and events as appropriate on behalf of EMD UK. • To support the EMD UK events programme and any relevant projects as required. • To support the EMD UK staff team as required. • Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive
--	---

Person Specification

Qualifications, experience, knowledge, skills & attributes needed for the role

	Essential	Desirable
<p>Proven Experience in Membership Engagement:</p> <p>Demonstrable track record of successfully developing and implementing engagement strategies for a membership-based organisation.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Content Creation and Management Skills:</p> <p>Strong ability to create compelling, tailored content for newsletters, email campaigns, and digital platforms, aimed at enhancing member experience and promoting engagement.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Knowledge of Communicating Compliance and Regulatory Requirements</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Excellent Communication Skills:</p> <p>Exceptional verbal and written communication abilities, with the skill to convey important compliance information in a supportive and positive manner.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Analytical and Reporting Abilities:</p> <p>Competence in analysing engagement data and compliance metrics to inform strategy adjustments and report on effectiveness.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Community Management Experience:</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Experience in managing and moderating online communities or member groups, fostering a positive and interactive environment.		
Collaboration and Engagement Skills: Ability to work closely with various teams, including content, marketing, and compliance, to ensure a cohesive and integrated approach to member engagement and compliance.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Degree in Marketing, Communications, or Related Field: A bachelor's degree or equivalent in a relevant field that supports the skills required for effective membership engagement and content creation.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience in Professional Development Programmes: Familiarity with managing or promoting continuous professional development (CPD) programmes within a professional membership context.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Knowledge of the Professional Standards with the physical activity and sports sector	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Marketing Proficiency: Skills in utilising digital marketing tools and platforms to enhance member engagement and content reach.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRM and Database Management Experience: Experience with CRM systems and membership databases for segmenting audiences and personalising communication.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Innovative Thinking: Ability to generate new ideas for member engagement and retention strategies, keeping abreast of industry trends and member needs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Conflict Resolution Skills: Aptitude in handling member concerns and compliance issues diplomatically and effectively.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Membership Growth Strategies: Experience in developing strategies and initiatives aimed at growing the membership base, including converting free members to paid memberships.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Service Orientation: A strong focus on member satisfaction, with the ability to listen to and address member needs and feedback constructively.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.

Company Description

EMD UK is the national governing body for group exercise, dedicated to achieving a vision of healthier communities through group exercise. We collaborate with group exercise instructors, fitness brands, leisure operators, and physical activity organisations across the sector to inspire people of all ages and abilities to participate in physical activity.

Our organisational values outline our dedication to the needs of stakeholders and communities within the fitness sector. Through support, collaboration, inclusivity, acting with integrity and progressing with ambition, we are seeking to develop stronger resource and governance for all fitness instructors and those who participate in group exercise.

Commitment to Diversity & Inclusion

EMD UK's commitment to inclusive hiring means that we actively seek out candidates from diverse backgrounds and perspectives. We strive to create a hiring process that is fair, transparent, and free from bias, ensuring that every candidate is evaluated based on their skills, qualifications, and potential to contribute to our team. We recognise the importance of building a workforce that reflects the rich tapestry of human experiences and perspectives, and we are dedicated to creating an environment where every employee feels valued, respected, and empowered to succeed.

Part of this commitment is ensuring that we have a transparent hiring process, and we encourage anyone who needs reasonable adjustments to their application or interview to make us aware. This will be part of our ongoing promise to diversity and inclusivity.

Why join Team EMD UK?

We offer a range of benefits to not only advance your career but boost your personal development too. Our employees have access to:

- 25 days annual leave (pro-rata) plus bank holidays
- Your birthday off!
- Pension scheme
- Flexible working
- 30 minutes every day to exercise your way
- Employee Assistance Programme and Helpline
- Discounted gym membership
- Healthcare scheme
- Life insurance
- Childcare contributions
- Savings on holidays, theme parks, retail discounts, and attractions
- Two days per year to volunteer for causes close to your heart
- Cycle2Work scheme
- Teambuilding days

Application & Interview

The EMD UK application is an online form which allows you to input your work history, skills and relevance to the job description or to upload a CV and covering letter which includes this information. There is an additional anonymous Diversity Monitoring Form which we ask you to complete alongside your application.

If you require any reasonable adjustments to your application or any part of the recruitment process, then please contact our People Manager at sarahp@emduk.org. Sarah will be able to tailor your needs to create a fair process where you can put forward the best version of yourself for consideration. Reasonable adjustments include but are not limited to viewing any interview questions ahead of time, access to tasks expected in the process or interpretation support.

The closing date for this application is 9am on Monday 13th May 2024.

Shortlisting will take place between 13th and 20th May 2024. If you have not heard from EMD UK by this time, your application has unfortunately been unsuccessful however we welcome your application for future job roles at <https://emduk.mykajabi.com/careers>.

If shortlisted, you will be required to complete a short task relevant to the job description that will allow you to showcase your skills and experience. This task will form the second phase of shortlisting and **those invited to interview will be asked to do so between 27th May and 7th June 2024. Interviews will be hosted online via zoom.** If you are not invited to interview after task completion, you will be contacted by the hiring manager or People Manager to inform you.

Your pre-application and pre-interview contact is our People Manager, Sarah Partington via email at sarahp@emduk.org.