



Membership Officer job description

Grade	Grade C of Mind's salary scale
Type of contract	Permanent
Directorate	External Relations
Department	Communications and Marketing
Reports to	Senior Membership Officer
Responsible for	N/A
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office
Hours	35 hours per week

About the role

Purpose of the job

Sitting within Communications and Marketing, the Membership and Participation team deliver a programme that builds an excellent relationship with our members, building a sense of community and opportunities for individuals to participate in Mind's work. We report to our members on activity across the Mind federation to deepen engagement and commitment and enable them as individuals to make informed governance decisions relating to our selection of trustees

Reporting to the Senior Membership Officer, the Membership Officer will have responsibility for supporting in the development, implementation, and evaluation of our membership strategy, including the recruitment and engagement strategy and membership communications, ensuring that the membership team reaches its annual targets.

This role will include working with internal teams and external sources to produce membership communications, and engagement and participation opportunities for members and Mind supporters.

As this is an evolving role, the nature of the duties may change and develop, according to the needs of the team. This will require a flexible and adaptable approach.

About Mind

We are Mind. We're here to fight for mental health. For support. For respect. For you.

This is an exciting time to work for Mind. After a challenging year, which also included undergoing a period of change – Mind launched a new strategy in April 2021. The focus of our new strategy is on supporting those people disproportionately affected by mental health issues. Our long-term and specific ambitions for the next three years are:



- Becoming a truly anti-racist organisation
- Supporting young people – with a focus on trauma
- Fighting for the mental health of people in poverty

About the team

The Communications and Marketing team sits within Mind's External Relations department, which brings together all Mind's campaigning, policy, information, legal, communications and press work. Its key purpose is to develop a dynamic role for communications within Mind, supporting organisational change, and ensuring our work and our messages are coordinated to increase Mind's impact and profile.

The Communications and Marketing team's purpose is to shape, tell and coordinate Mind's story to ensure our communications achieve our strategic goals and engage our audiences.

Key Responsibilities

1. Work with the Senior Membership Officer and the Membership & Participation Manager in the acquisition, engagement, retention, renewal, and reporting of members whilst working to set targets.
2. Support with the development, implementation and delivery of adaptations to membership and development of Me & Mind, a new participatory approach.
3. Support in the creation and delivery of the membership communications plan which involves working with both internal teams and external suppliers.
4. Support in the creation and fulfilment of the membership products which currently include but are not limited to a quarterly magazine, fortnightly enewsletter, quarterly book club and web pages.
5. Create creative and compelling communications and marketing for and about members across a wide range of channels and telling Mind's story and strategy.
6. Create and deliver an acquisition plan detailing activity, expenditure, conversion, cost per acquisition and return on investment, both forecasted and actual, across a range of channels, ensuring activity is to budget.
7. Provide reporting and evaluation of membership communications, participation and engagement activities.
8. Ensure costs are logged and reported using the internal invoice system.
9. Liaise with and manage external suppliers and partners in accordance with Mind's policies and procedures.
10. Assist in identifying participation opportunities for members and other supporters who want to engage with Mind's work.
11. Provide excellent supporter service when responding to member enquiries.
12. Work flexibly alongside the wider communications and marketing team to deliver high-value, effective communications when required that may be non-membership in nature.
13. Ensure that Mind's communications work involves people with direct experience of mental health problems from a full range of diverse backgrounds.



14. Work with Mind's Customer Relations Management (CRM) system to ensure contacts are recorded, monitored and marketing information is used effectively and is strictly General Data Protection Regulation (GDPR) compliant.
15. Ensure that work is carried out in accordance with agreed Mind policies and practices, and the General Data Protection Regulation.
16. Undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.
17. Work collaboratively with colleagues across Mind, local Minds and Mind retail.
18. Contribute to supporter engagement by attending meetings and identifying engagement opportunities for a range of supporter facing activity.

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Sharing our vision that we won't give up until everyone with a mental health problem gets both support and respect and committing to act in line with our values to be open, together, responsive, independent, and unstoppable
- Promote our brand and values internally and externally
- Take personal responsibility for contributing to internal communication
- Having a flexible approach and a can-do attitude with colleagues in the team and beyond, consciously preventing silos and organisational boundaries and being prepared to support others and work where the need is greatest
- Ensure everything we do is driven by our mission and that means reaching people from a wide range of backgrounds, including people from marginalised communities and disadvantaged communities
- Ensuring all our work is appropriately informed and influenced by the views and experiences of people with direct experience of mental health problems, particularly those from black and minority ethnic groups who are disadvantaged in mental health services and other diverse groups. Co-designing and using audience insight from people with lived experience of mental health wherever possible
- Ensure our work promotes and adheres to the Welsh language policy and is two nation
- Be true to our values to work collaboratively with colleagues across the whole of Mind, developing joint solutions and positive actions



- Commitment to your own and the team's wellbeing
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law

All members of staff at Mind are expected to embody our mission, values, and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems
- Work collaboratively across teams, departments, locations, and organisations
- Stand up for what they believe is best and trust in themselves and each other
- Be open to others and ourselves and show a commitment to learning
- Be open to change and respond flexibly and quickly to the changing world
- Demonstrate organisational awareness and see the bigger picture while working towards objectives
- Communicate effectively, ensuring their messages are understood and that they strive to understand others
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting, and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work
- Take responsibility for their decisions
- Attend and contribute to Mind staff training and any other training identified as appropriate
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening, and weekend work
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies, and procedures
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law
- To be prepared to work flexibly (e.g., hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times
- Contribute to making Mind a greener workplace



Person Specification

Essential Criteria

1. Experience of working with a supporters or customers to drive excellent customer experience and delivering and monitoring outstanding customer or supporter service, ideally in a membership or direct marketing role.
2. Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally including key stakeholders and external suppliers.
3. Excellent written communication skills, with the proven ability to write engaging copy for a range of digital and traditional channels.
4. Experience of developing, delivering, and evaluating integrated membership and communications activity (including digital) to meet objectives.
5. Experience of working to set targets, implementing monitoring techniques and producing evaluation summaries.
6. Ability to work independently and flexibly proactively using own initiative, prioritise work and meet deadlines, with well- developed time management skills and demonstrable project management skills.
7. Experience of using a CRM system to record and manage data, produce communications, reports, and evaluations and knowledge of data protection and ability to be discreet and to deal appropriately with confidential information.

Desirable Criteria

1. Empathy with Mind's aims and values, including an understanding of and commitment to Mind's equal opportunity policy.
2. Demonstrable understanding and empathy towards mental health problems.
3. Experience of working in a supporter-facing environment.
4. Understanding of the voluntary sector.
5. Experience of using InDesign, Photoshop, Umbraco, Dynamics CRM and Dotdigital.
6. Knowledge of GDPR compliance.