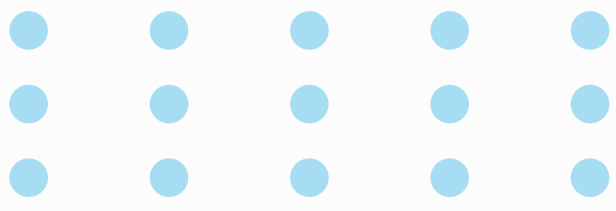


Recruitment Pack

Membership Experience Manager



Thank you for your interest

Thank you for your interest in this role with us, I am delighted that you have taken the time to review this recruitment pack.

Youth Employment UK is a not for profit organisation with an 11 year history. We are the leading youth employment expert, working with young people, employers and policy makers. Our work is as important today as when I founded the organisation, in fact possibly even more so as the world around young people and youth employment grows more complex.

We are looking for someone who has ideally worked within a professional membership body to join our small but mighty team as we continue our growth and development. We have an ambitious growth strategy and ensuring the success of our Membership Offer will allow us to continue our important work and increase our impact across the youth employment sector.

If you are passionate about young people and their future and you are ready for an incredibly exciting, innovative and rewarding work environment with colleagues who walk shoulder to shoulder then I urge you to apply.

Join us and help us tackle youth unemployment.

WWW.YOUTHEMPLOYMENT.ORG.UK



Laura-Jane Rawlings MBE
CEO - Youth Employment UK





Experts in Youth Employment

Youth Employment UK is a not-for-profit social enterprise actively tackling youth unemployment.

Our expertise, services and advice is centred on the voices of young people. What they are experiencing, what they think is working and what they want and need from the systems and people around them.

Core Aims



Give young people a voice on the youth employment issues that affect them



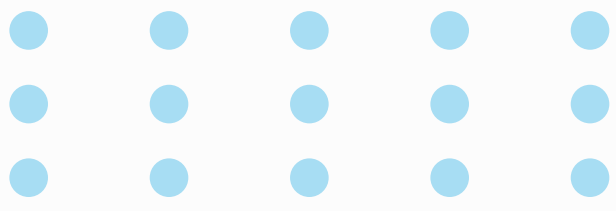
Support young people on their journey to employment with a range of skills and careers support



Support organisations to develop and be recognised for their youth friendly employment practice and connecting young people to Youth Friendly Employers



Provide expert insight across all youth employment policy areas



Our Commercial Work

Youth Employment UK is a not-for-profit social enterprise. The organisation has benefited from small grants and foundations, but the largest proportion of our income is generated through commercial activity.

This commercial activity includes: Membership, Employer Profiles, Patronage, Sponsorship, Corporate Social Responsibility, Consultation Work and bespoke project activities.

We help employers to develop their youth employment practice and grow the awareness of their brand and recruitment opportunities through our website. Our Careers Website is accessed by more than 200,000 young people per month so it is a great resource for youth friendly employers looking to engage young people. But more than that through our membership services we can help employers develop their whole youth employment practice to ensure that they are inclusive, and able to support and develop young people.

We work with some great brands, Coca-Cola Europacific Partners, Haven, Severn Trent, Transport for London, Surrey County Council and many more. These are real partnerships that are making a difference to young people every day.



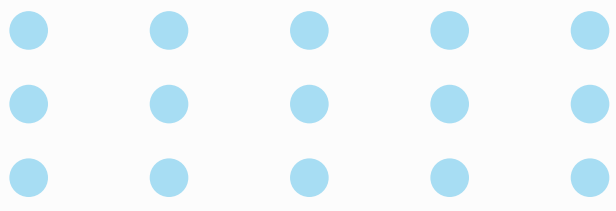
The Job Purpose

Key to this role is growing and developing the Youth Employment UK employer membership. Our members are committed to creating quality opportunities for young people, so the more members we have the more impact we can have on the lives of young people.

Working for our Commercial Director you will be key to our growth strategy, identifying organisations who are committed to developing good youth employment strategies and who want to work with the leading youth employment expert. You will build relationships with HR, Talent and L&D professionals and help them utilise our membership benefits (they can be viewed [here](#)).

The three core areas of focus for the successful candidate will be;

- Ensure our Membership Offer is best in class across all the touchpoints we have with a members i.e. newsletter, interactive members dashboard content, webinars and events, ensuring our services and insight live up to our key values and members get all they need
- Grow membership by leading the way on developing new relationships with prospective members, you will be target driven and committed to expanding our member numbers, able to work across our teams to identify new opportunities and ensure our growth
- Retain and develop relationships with members ensuring we have our fingers on the pulse of what our members need and what their priorities are, but also to understand opportunities for system and service improvement.



Key Responsibilities

- **Member engagement** - Develop and implement strategies to increase member engagement in Youth Employment UK's membership benefits. Foster a sense of community among members through events, forums, and other activities. Regularly communicate with members to gather feedback and assess satisfaction and be curious in how to use technology to aid the data and information capture on how best to follow up with members and adjust tactics of engagement.
- **Membership acquisition and onboarding** - To be the lead person for membership in the commercial team but working collaboratively with the Commercial Director to develop the best membership experience that results in new members joining. Design and manage a comprehensive onboarding process for new members. Conduct orientations to familiarise new members with the organisation's offerings, benefits, and resources. Ensure all the administrative duties are upheld to a high standard and meet reporting and process needs.
- **Membership retention** - Develop retention strategies to ensure ongoing member satisfaction and renewal. Analyse member retention data and implement improvements based on trends and feedback. Serve as the primary point of contact for member inquiries and concerns. Provide timely and helpful responses to member inquiries through various channels.
- **Support the development and implementation of member services** - We seek an individual who possess a keen ability to comprehend our content and grasp the benefits it offers, coupled with a deep understanding of the needs of our memberships, they will thrive in developing resources, identifying gaps, and recommending innovative content and benefits.



Who you are

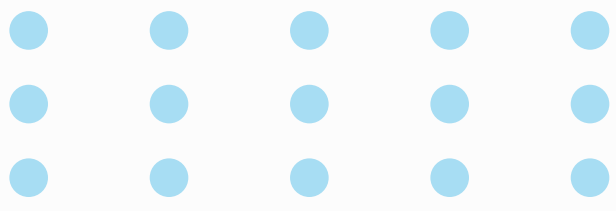
We are seeking a dynamic individual with a background in working with or for membership bodies, where expertise in fostering positive member experiences is highly desirable.

The ideal candidate will not only bring a wealth of knowledge about membership programmes in HR/business services but will also possess exceptional interpersonal skills, demonstrating confidence in engaging with diverse audiences. We value persuasive communication abilities and a genuine passion for supporting members.

The successful candidate will play a pivotal role in building lasting connections with our community, driving engagement, and ensuring a compelling and enriching experience for our members. You will be adept in working cross-departmentally to ensure the membership offer is marketed effectively based on insight you will generate from new and existing members.

Your experience will include cold calling, objection handling, business development, conducting presentations and pitches with budget holders in organisations. You will be familiar with CRM systems, working to KPI's and able to follow company processes to a high standard.

You will be a supportive and a committed team player who works well individually and as part of a team. You will be target driven and ambitious, looking for innovative ways to support the growth of the business.



The Package

Working Hours: Some flexibility - 30 - 37.5 hours a week.

Location: Kettering office base combined with travel required for meetings, opportunity for some hybrid working

Salary: £27,037 - £32,445

Benefits:

- 25 days holiday pro rata per annum in addition to bank holidays; 4 wellbeing days and 2 volunteering days per year
- 2pm finish on a Friday
- Breakfast & lunch provided
- Dog friendly office
- Standard pension scheme package

Reporting to: Commercial Director

Line Management: None

Budget: None

Training: Opportunity for training and development including formal qualifications and membership

Additional Benefits:

- Annual appraisal and pay review
- Commitment to your development through training and mentoring, regular lunch n' learns
- Opportunity to attend a wide range of events
- A social and fun working environment, regular team activities including sports day, quizzes and bake off



Application Process

We require interested applicants to send through a CV and Covering Letter to our Office Manager Susan Ryan - susan@youthemployment.org.uk

Please answer the following 2 questions in your Cover Letter:

- What areas of Youth Employment UK's work most interest you?
- How would you grow our membership base?

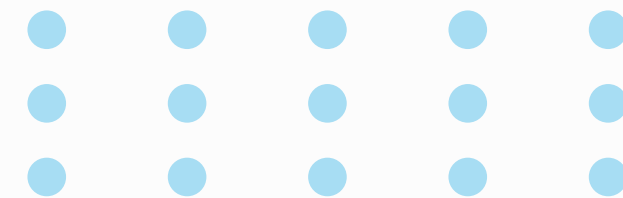
Deadline for application is the 1st February

Once applications have been reviewed there will be a 2 stage interview process.

Stage 1: informal interview via zoom. Proposed dates are 12th/13th February.

Stage 2: an in person interview which will include a presentation to a selection of colleagues, meeting the staff team and visiting our Kettering base. Proposed dates for interviews are 15th-16th February.

All candidates will be required to complete an enhanced DBS & employment is subject to references being received.



Contact & Connect

Address

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Email

info@youthemployment.org.uk

Website

www.youthemployment.org.uk

Socials



Twitter:

[@YEUK2012](https://twitter.com/YEUK2012)



Facebook:

[@YouthEmploymentUK](https://www.facebook.com/YouthEmploymentUK)



LinkedIn:

[@YouthEmploymentUK](https://www.linkedin.com/company/YouthEmploymentUK)



Instagram:

[@youthemploymentuk](https://www.instagram.com/youthemploymentuk)