



Supporting language  
professionals worldwide

## **JOB DESCRIPTION**

**JOB TITLE** Head of Membership

**RESPONSIBLE TO** Chief Executive

**JOB SUMMARY**

- To lead the membership team
- To lead the maintenance and growth of CIOL membership
- To provide a strategic direction for membership services
- To uphold, expand and improve the services offered to members
- To oversee the management of the professional development activities of eCPD
- To identify and develop new revenue streams

### **DUTIES – To be responsible for:**

1. Developing an annual membership services strategy and plan to extend target audiences
2. Ensuring detailed analysis of membership profiles are available, that an understanding of retention obstacles and opportunities are maintained and that action plans to retain members are delivered
3. Identifying and pursuing opportunities to increase and diversify membership
4. Developing standards and modernising procedures, to include the membership application process, for ensuring that excellent customer service to members is delivered,
5. Devising and delivering recruitment and retention strategies and campaigns and ensuring new or existing categories of membership are fit for purpose and improve membership figures
6. Developing innovative and forward thinking services to members using technology and social media tools to provide effectiveness and efficiency
7. Contributing to overall strategic planning for CIOL
8. Promoting recognition and adoption of Chartered Linguist registration
9. Overseeing the management of eCPD, CIOL's webinar platform for CPD
10. Developing products and services to provide additional revenue streams
11. To provide leadership to the Membership Team

### **Additional Duties**

12. Any other duties which fall within the remit for this role

***This is a description of the job as presently constituted. The Institute reserves the right to review and revise job descriptions from time to time according to business need. This will be carried out in consultation with you.***



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## **EXPERIENCE, SKILLS, KNOWLEDGE AND QUALITIES REQUIRED FOR THE POST**

### **EXPERIENCE**

1. Recruitment and retention of membership and delivery of support services in a comparable role
2. Working using own initiative with demonstrable outcomes
3. Staff management
4. Working at a strategic level
5. Experience of not-for-profit organisations would be an advantage

### **SKILLS REQUIREMENTS**

1. Motivational leader
2. Excellent interpersonal and relationship skills including negotiation, influencing and networking
3. Able to write persuasively
4. Strong analytical skills
5. Strong IT skills including MS Office and readiness to learn others eg CIVI database
6. Excellent organisational skills
7. Good project management skills

### **KNOWLEDGE**

1. Knowledge of membership strategies surrounding recruitment and retention
2. An understanding of membership engagement principles affecting membership bodies
3. An understanding and appreciation of other languages and cultures
4. Understanding of the market for language services and the role of professional standards
5. Market knowledge of relevant industries (teaching, translating, interpreting, language use in other professions)

### **PERSONAL REQUIREMENTS**

1. A pro-active approach to work, an ability to manage own workload and able to prioritise
2. Ability to work well with a team and wider setting
3. Ability to initiate and develop projects
4. High expectations of the level of customer service CIOL should be providing to members
5. Good judgement in respect of confidentiality, integrity and discretion
6. Ability to perform the role of a good ambassador for the organisation at all times
7. Travel required as part of the role with occasional overnight stays and occasional international travel
8. Attendance at some weekend meetings events as required by the role

The above job description covers the main duties of this position as at December 2018. It may be changed, if required by the business, after consultation with the post-holder.