

Membership & Events Officer

Salary: starting range of £33,141 to £35,855

Working pattern: Full-time (35 hours per week), Permanent

Pension: USS

Annual leave: 25 days pro-rata plus bank holidays

Location: Hybrid working - Based in central London (Euston), with occasional UK-wide travel and flexible working options

Reports to: Director of Operations and Membership

Purpose

GuildHE is seeking an enthusiastic and proactive Membership and Events Officer to lead and grow our member events portfolio including our annual conference, networks, workshops and other events, both in person and online. This work will include identifying, organising, and tracking member engagement with our events, cultivating and growing our sponsorship base, and ensuring our events are responsive to the needs of our members. The Membership and Events Officer will be the main contact for all event enquiries.

The post holder will be able to demonstrate a good understanding of membership-focused organisations, and have events management experience in a professional setting. We are looking for an effective and confident communicator who can demonstrate excellent time-management and problem-solving skills, who is a good team player, self-motivated, and able to work on their own initiative. The role is ideal for someone who is skilled in collaborative working and is thoughtful, accountable, and decisive.

Key Responsibilities

Event Management

1. Coordinate all logistical aspects of GuildHE and GuildHE Research network activities, workshops, and conferences throughout the year, both in-person and online. This includes registration, catering, AV, packing and courier booking, and booking/recording video content where appropriate.
2. Work closely with the Policy Programmes Officer and other policy colleagues to ensure effective and thoughtfully planned event logistics and yearly events calendar.
3. Update the GuildHE website with event details, including registration and payment information.
4. Manage delegate enquiries and registrations, and disseminate key details to the team.
5. Managing events within the agreed budget allocations.
6. Leading the development of and identifying new opportunities for key events throughout the year.

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7. Regularly reflecting on how to improve or expand events to generate additional income into the charity.

Membership Engagement

8. Develop and implement new membership recruitment strategies in collaboration with the senior team, including updating and circulating new membership information packs, and managing initial enquiries from prospective members.
9. Maintaining and updating key contact information for all member institutions in our CRM system to ensure contacts are recorded and monitored effectively with GDPR compliance.
10. Developing and maintaining processes for new member onboarding (and off-boarding as required), working with the Chief Financial Officer and Operations Assistant.
11. Co-developing membership communications as needed, working with the Senior Communications Officer and wider team.
12. Developing and launching our annual survey of members to gather valuable feedback to inform and enhance our membership offer.
13. Identifying opportunities for strengthening member engagement in networks through effective communication, CRM database management and research.
14. Working with the Director of Operations and Membership to develop and implement an annual process for reconfirming membership and communicating invoices to members.

The postholder will also be expected to:

1. Actively support the delivery of the GuildHE strategy.
2. Contribute positively to a small, professional team focused on delivering excellence in their members' interests.
3. Contribute to GuildHE's thought leadership efforts by identifying case studies across our membership and sharing best practice internally and externally to drive national conversations about new ways of working and operating in the sector.
4. Maintain strict confidentiality while providing high-quality advice and guidance to members on sensitive policy matters.
5. Demonstrate a proactive approach to embedding EDI principles within all policy development and advocacy efforts.
6. Deputise for the Director of Operations and Membership in a range of meetings, bodies and agencies as required.
7. Undertake any other reasonable duties as may be required.

Person Specification

Essential Skills and Experience

- Self-motivated, well-organised, and detail-oriented.

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- Experience of planning and managing formal events, including logistics, and collaborating with staff, attendees and host institutions.
- Excellent team player with strong collaboration skills and the ability to work independently and as part of a flexible and dynamic team.
- Excellent verbal and written communication skills, with the ability to confidently communicate with a wide range of people including senior stakeholders in institutions.
- Experience of using software packages: MS Office, G Suite, Mailchimp, etc.

Ideal experience

- Knowledge and understanding of the higher education sector.
- Understanding of GDPR compliance and relevant legal and statutory requirements.
- Understanding and experience of working in a membership organisation and/or small charity.
- Experience of managing CRM systems.