



Dear Candidate,

Thank you for your interest in the role of **Director of Membership** at the Chartered College of Teaching.

The Chartered College of Teaching is the professional body for the teaching profession and represents more than 45,000 teachers across the country, reaching more than 3 million students.

We are working to celebrate, support and connect teachers to take pride in their profession and provide the best possible education system for teachers and children. We are dedicated to bridging the gap between practice and research and equipping teachers from the second they enter the classroom with the knowledge and confidence to make the best decisions for their pupils.

Through Chartered College of Teaching membership, teachers have access to a wealth of research, resources and insight to enable excellent teaching. By bringing the profession together and giving teachers a platform for their voices to be heard and their expertise to be respected, we can raise the status of teaching together.

The Chartered College of Teaching is seeking to recruit an exceptional Director of Membership to join our growing and dynamic team and lead membership growth. Reporting to the Chief Executive and a member of the Executive Leadership Team, this is a fantastic opportunity to lead the development and delivery of an ambitious strategy for membership growth. You will be highly commercial and have experience of membership recruitment, engagement and retention, including marketing and member communications and/or CRM systems. The successful candidate will be able to develop external relationships and have outstanding communication skills. You will also value the importance of member data, customer service, business change and process implementation.

We are looking for a highly capable and driven individual for this important role. You will add strategic and commercial value to the organisation by growing membership as a core income stream. To excel in this role, you will have success in membership growth and experience of senior or executive leadership.

For more information about joining the Chartered College, please watch this short [video from](#) Dame Alison Peacock (CEO).

The Royal Charter for the teaching profession was originally granted in 1849 to protect and serve teachers. In July 2017, this Royal Charter was transferred to a new professional body – the Chartered College of Teaching. The Chartered College of Teaching is a fast-growing charity making the transition from 'start-up' to a sustainable, impactful, high-profile organisation. The Chartered College of Teaching is the professional body for teachers in England. We work to celebrate, support and connect teachers to take pride in their profession and provide the best possible education for children and young people.

Vision: Teachers are working in a research-informed way to provide the best possible education for children and young people.

Mission: We celebrate, support and connect teachers to deliver world-class teaching benefiting pupils and society. Together we will raise the status of the teaching profession.

By raising the status of teaching as a profession, we aim to create a world where highly skilled, passionate and competent people become the visionary and inspiring teachers of the future.

We look forward to hearing from you.

Yours sincerely,



Professor Dame Alison Peacock, Chief Executive

Job Title: Director of Membership

Location: Office based (central London) with the flexibility to work from home (in line with all COVID-19 restrictions) or home based with some office working

Hours: 35 hours per week (part-time option available)

Salary: Competitive

Contract: Permanent

Reports to: Chief Executive

About the Chartered College of Teaching

The Chartered College of Teaching aims to improve the quality of education for children and young people. We support teachers, championing great teaching and raise the status of the profession so that teachers are working in the most effective, informed way to provide the best possible education for children and young people now, and in the future. We are an employer committed to the safeguarding of children and young people.

Diversity and Inclusion

The Chartered College of Teaching is committed to ensuring that our workforce is truly representative of all sections of society and that each employee feels respected, heard and able to give their best. To ensure inclusion and engagement for all, the Chartered College of Teaching is committed to helping each employee always feel celebrated, supported and connected. We recognise the value that diversity adds to our work and organisation and welcome applications from candidates regardless of their sex, sexual orientation, gender identity, marital status, race, colour, ethnic or national origin, religion, age or disability, and, in particular, we encourage applications from BAMER people that are currently under-represented in our workforce.

Proud to be a Mindful Employer

We have made the ongoing commitment to be a certified member of the NHS Mindful Employer Network and are proud to have signed the 'Charter for Employers Positive about Mental Health'.



The mental health and wellbeing of our staff is a priority for us at the Chartered College, and we take seriously our responsibility to be a non-discriminatory employer. All Chartered College employees have free access to the Mindful Employer Plus Advice Line, which provides access to trained counsellors for support with any matters that people may be struggling with, in any aspect of their work or personal lives. You can learn more about this and what it means to be a part of the charter at www.mindfulemployer.net.

About the role

The Director of Membership is an Executive Leadership Team role responsible for developing and delivering a strategy to grow the Chartered College of Teaching's membership with a focus on recruitment, engagement, retention, events and networks, CRM and/or marketing and communications. The role provides inspirational leadership to the growing membership, events and networks, membership platform and/or marketing and communications teams and focuses on developing the strategy and overseeing implementation of the membership recruitment, engagement and retention strategy. The Director of Membership is also responsible for building relationships with external organisations and promoting the Chartered College of Teaching's member offer. The role will act as an ambassador for the College's name, brand and values.



Reasons why this role could be great for you

- You share our passion for membership recruitment, engagement and retention, and are ambitious to lead the growth of membership.
- You want to work alongside a committed and talented Executive Leadership Team, and lead a dedicated membership, events and networks, CRM and platform and/or marketing and communications team.
- You care about education, teachers and the vision of the Chartered College of Teaching.
- You will lead the development and implementation of the membership strategy to achieve our bold 2030 goals.
- You will be able to demonstrate and share your knowledge and experience of membership recruitment, engagement and retention, events and networks, sales, marketing and communications.
- You will identify and lead improvements to membership data and reporting and processes.
- You will build and maintain relationships with key, high-profile, external stakeholders.

Main Responsibilities

Strategic planning and implementation

- Lead the development and delivery of an ambitious membership growth strategy.
- Lead the development and implementation of membership recruitment, engagement and retention strategies.
- Lead the development of relevant and compelling membership propositions for each category of membership.

Membership growth

- Establish and maintain connections with key influencers and organisations to introduce the benefits of Chartered College of Teaching membership.
- Lead activities to improve member experience and use member feedback to inform strategy.
- Lead the networks and events team on the development of a unified events programme that fosters engagement with all members and potential members.
- Oversee marketing and communication to members and potential members.

Systems and processes

- Direct the continual development of customer (member) relationship management processes.
- Oversee the production of regular and accurate membership data reports.
- Oversee improvements to and implementation of systems to provide regular and accurate reports on member data.
- Ensure that the use of membership data is fully compliant with relevant data protection and security standards.
- Depending on experience, oversee improvements to the membership platforms and CRM system or work with colleagues to enable this.

Finance

- Produce an annual budget forecast for membership and lead annual membership business planning.
- Assume full P&L responsibility for membership.

Executive Leadership

- Make a significant contribution to the overall strategic direction and leadership of the Chartered College of Teaching.

- Represent the Executive Leadership Team on the Membership Committee and ensure they have the reports and data needed to make informed decisions for the College.
- Provide leadership and development of direct reports, including setting clear objectives and development goals and managing these through informal and formal feedback, coaching and regular one-to-ones and appraisals.
- Arrange and participate in meetings, including the weekly team meeting, and other activities as required.
- Attend and participate in CPD learning activities and training to maintain and develop your knowledge and skills.
- Perform other activities as and when required in order to fulfil the purpose and requirements of your role.

The responsibilities and tasks are not exhaustive. As a small team, the need for flexibility is essential, also enabling continuous improvement.

About you

Essential skills and experiences

- Successful track record of senior or executive leadership in a membership role and in a membership organisation
- Experience of b2b and b2c sales
- Proven track record of developing, delivering and monitoring sales strategies and plans
- Ability to motivate and inspire the whole staff team to consistently deliver quality services and develop a high-performance culture
- Future focused and able to make strategic decisions and deliver capabilities ahead of business requirements as well as in response to them

You will also be a strategic thinker and results driven, able to work well autonomously and with multiple teams, and have gravitas to engage and challenge senior colleagues and stakeholders. You will have strong commercial, numeracy, negotiating and organisational skills, with the ability to manage a demanding and varied workload. You will have exceptional attention to detail and strong analytical and problem-solving skills. You will be highly articulate, and literate, able to express complex concepts both verbally and written down. You will be calm and resilient, with the ability to work well under pressure.

Desirable skills and experiences

- Experience of successfully leading the delivery of multidisciplinary projects, programmes or organisational initiatives of significant size or impact
- Experience of working in an education organisation
- Experience of developing and maintaining strong relationships with external organisations
- Experience of CRM systems
- Experience of marketing, communications and/or events and networks

Application Process

To apply for the role you will need to send your CV **and** a maximum 1-page cover letter explaining why you are the right candidate for the role to recruitment@chartered.college

Timetable



Applications invited by 12:00 6th August 2021

First-round interviews: w/c 9th August 2021

Second round interviews: w/c 16th August 2021

These dates may be subject to change.

We encourage you to apply promptly as we will be reviewing applications as they are received and may complete the process earlier than expected if an excellent candidate is identified at an early stage.

Your Personal Data

As part of any recruitment process, the Chartered College of Teaching collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

Pre-employment checks

All conditional offers of employment are subject to:

- Two satisfactory references
- Proof of qualifications
- Eligibility to work in the UK

Queries

If you have any questions or queries about this role or encounter accessibility issues that prove to be a barrier in applying for this role, please contact Keeley Josling at recruitment@chartered.college

Additional Information

To accurately understand if we are truly reaching a diverse audience, we ask if you would kindly complete this form so that we can capture important diversity data. Filling in this form is voluntary; the information in this form is for monitoring purposes only. Please click on this [link](#) to complete the anonymous questionnaire.



The Chartered College of Teaching's benefits

The Chartered College of Teaching offers several core benefits to all employees:

- Location: we are currently all working remotely. Once the current COVID restrictions are eased, we will be able to return to our office in central London, and whilst we're happy for you to work remotely for some of the time, you may occasionally need to spend some time in person with the team.
- Pension: The Chartered College offers a competitive 8.5% employer contribution to the NEST pension scheme.
- Annual leave: The Chartered College of Teaching offers a generous holiday allowance of 28 days (pro-rated for part-time staff) in addition to the normal bank and public holidays, additional birthday leave (1 day) and winter office closure (3 days)
- Flexible working: Flexible working may include but is not limited to: working from home, flexible working hours (e.g. hours different to the 9am-5pm standard contract hours), compressed hours and part-time working.
- Travel: The Chartered College of Teaching offers an interest-free loan for a season ticket.
- Cycle to work scheme: The Chartered College of Teaching provides a tax-efficient way to purchase a bicycle.
- Training and Development: The Chartered College of Teaching encourages all employees to engage in professional development to support development needs and regular 1:1 meetings with your line manager reflects our strong commitment to wellbeing and personal development.
- Weekly organisational team meetings allow us to work collaboratively and:
 - Reflect on all aspects of the business
 - Present on projects and update the team together
 - Invite external speakers to address specific topics