

Job Description

Member Relations and Communications Officer (6m Fixed Term Contract with potential for extension)

General

UKGBC is seeking a professional to deliver high-quality membership relations by engaging existing and attracting new members in order to achieve its mission to radically improve the sustainability of the UK built environment. This exciting role is industry-facing, working with over 450 UKGBC member organisations spanning the entire built environment value chain, to ensure that they maximise the value of their membership, and to extend and strengthen existing relationships with them.

This cross-departmental role will work closely with the Director of Membership & Operations to ensure alignment, consistency and efficiency in the way UKGBC engages with members and articulates the value proposition for income generating activities. The individual in this role will also work in the marketing and communications team (2 days/week) to support the delivery of member-facing communications activities.

Part 1 - Company Overview

UKGBC is an industry-led network with a mission to radically improve the sustainability of the built environment. A charity with over 450 member organisations spanning the entire value chain, we represent the voice of the industry's current and future leaders who are striving for transformational change.

We inspire, challenge and empower our members, helping them to identify and adopt the most sustainable, viable solutions. We also engage our members in advocating a progressive message to government, informing and influencing policy. Our vision is a built environment that enables people and planet to thrive by:

- Mitigating and adapting to climate change
- Eliminating waste and maximising resource efficiency
- Embracing and restoring nature and promoting biodiversity
- Optimizing the health and wellbeing of people
- Creating long-term value for society and improving quality of life

Part 2 Job Description

Job title	Member Relations and Communications Officer
Department	Membership / Marketing and Communications
Line Manager	Director of Membership & Operations (dotted line to the Senior Marketing and Communications Manager where applicable)
Location	The Building Centre, 26 Store Street, London, WC1E 7BT and we work flexibly. For the foreseeable future, in line with government COVID guidance and UKGBC policy, all colleagues are advised to work from home.

Purpose of job	Scope of job (dimensions)	
Deliver membership relations and communications which fulfil UKGBC's Annual Operating Plan in terms of income and impact, and ensure that member engagement processes and outcomes are competitive and fit for purpose.	People (eg. headcount)	No direct reports but this role will draw upon research & support from other members of the team Same job title holders: 0 Team members: 5
	Financial (eg. budget)	No direct budget responsibility Target new member income: £30k Target member loss rate: <20%
	Other	N/A

Principal Accountabilities (e.g. key responsibilities and projects)

Member engagement (3d per week)

- Support the Director of Membership and operations to ensure that UKGBC is proactively engaging with its membership. Includes using membership KPIs and Salesforce data to identify priority members with whom to focus engagement.
- Liaise with members to improve their overall engagement with UKGBC and to inform them of specific activities they could benefit from.
- Identify and actively promote opportunities within existing and prospective members for incremental UKGBC revenue generation through bespoke solutions, events, program sponsorship and other funding opportunities.
- Support a regular review of membership value proposition including review of benefits, customised sectoral models and regularly updated membership collateral.
- Support the annual Member Impact Survey/ interview process to ensure that UKGBC obtains and acts upon relevant and timely member feedback on its activities.
- Support the recruitment of new members with a view to growing UKGBC's penetration across the entire property and construction value chain.
- Support the full exploitation of UKGBC's CRM system, Salesforce, to drive member recruitment. Business planning
- Capture, analyse and report on member feedback obtained through member engagement meetings, interviews and surveys to the Director of Membership team alongside recommendations for improved engagement.

Marketing and communications (2d per week)

- Support the drafting and delivery of regular member email communications using Mailchimp
- Analyse and report on the effectiveness of UKGBC email campaigns
- Contribute to the development of UKGBC's member blog pipeline, identifying contributors as well as copyediting and formatting submissions
- Support the marketing of UKGBC's learning and leadership programmes
- Support in the project management of communications outputs and campaigns as required (liaising with graphic designers, video editors etc)
- Work with the wider comms and marketing team to develop ideas and contribute to creative campaigns
- Support the wider marketing and communications team as required

UKGBC team activities

- Take part in regular meetings and away days related to UKGBC operations and workstreams.
- Champion the organisational culture and the UKGBC Way (values into action framework) by adopting a solutions-driven, positive and efficient attitude
- Demonstrate agility and flexibility to perform duties that may be outside core accountabilities.

Decision making authority (eg strategy – impact on business; customers/stakeholders; people – leadership and teamwork; process – operational effectiveness and controls)

Without reference

- Project management
- Internal & external member engagement meetings

With reference

- Programmatic decisions
- Member recruitment and retention strategy, including fees

Key competencies	
Essential	Desirable
<ul style="list-style-type: none"> • Knowledge of the UK property and construction industry • Native or bilingual proficiency in both spoken and written English, with the ability to tailor content to different audiences • Excellent presentation skills, with the ability to convey detailed information clearly and effectively • Emotional intelligence and an aptitude for developing and maintaining strong stakeholder relationships • A self-starter with independent judgement and work planning, also able to work well as part of a team • Flexibility and adaptability, with experience in fast-paced environments • Competent use of standard Microsoft Office programs including Word, Excel and PowerPoint • Commitment to UKGBC mission and values 	<ul style="list-style-type: none"> • Good commercial awareness, including experience of business development, marketing • Understanding of UKGBC's theory of change and member value proposition • Strong qualitative research and analysis skills

Knowledge, experience and qualifications (<i>minimum requirements for the job</i>)	
Essential	Desirable
<ul style="list-style-type: none"> • Experience of working in the built environment industry / sustainability sector • Knowledge and experience of corporate sustainability practice and the particular issues facing the built environment sector • Ability to network with & draw benefit from other trade, NGO, government and academic organisations associated with the built environment • A personal interest in environmental and social issues 	<ul style="list-style-type: none"> • Degree in relevant sustainability and building related subject. • Experience of designing or implementing client relationship management strategies and plans • Experience using Salesforce or another CRM system • Experience with Mailchimp or other email marketing platforms • An interest or understanding in system change / business transformation

Terms & Conditions

Place of Work: In line with COVID 19 Government Guidance, UKGBC colleagues are expected to work from home. When permitted, we also work in Building Centre, 26 Store Street, London WC1E 7BT.

Hours of work: 37.5 hours

Holidays: 28 days per annum pro rata, plus 3 days between Christmas & New Year plus public holidays.

Salary & benefits: £22,000 - £25,000 dependent on experience

Start date: Immediately

Sounds great?

Apply now by sending munish.datta@ukgbc.org a copy of your CV and a covering email explaining in no more than 250 words why you would be amazing in this role and the earliest date you can start.