

Job Description

Job Title: Membership and Engagement Manager

Reporting to: CEO

The role: You will collaborate with our team to ensure that membership is relevant, members are engaged, and we are growing our membership to ensure cyber resilience across the country.

Key Responsibilities:

- Maintain existing memberships, attract new members, and enhance the value of memberships for current members.
- Develop and implement strategies to recruit new members.
- Build, manage, and maintain positive relationships with members via engagement.
- Manage membership renewals and oversee the membership renewal process.
- Communicate with members on a regular basis and respond to their queries.
- Create and implement member retention strategies.
- Deliver on targets set.
- Analyse and report on membership statistics and trends.
- Work with the marketing team to deliver high impact marketing campaigns to generate new opportunities for Cyber and Fraud Centre Scotland.
- Plan and execute membership events and programs.
- Keep track of industry trends to ensure competitiveness of membership benefits.
- Ensure that the organisation's website and social media platforms are updated with current membership information.
- Record all engagement with members on salesforce database and maintain accurate records.
- Attend and represent the Cyber and Fraud Centre at events and conferences for engagement opportunities.
- Any other duties as required.