Membership Development Manager
Recruitment Pack
Welcome
Thank you for your interest in City, University of London Students’ Union (the Union) and becoming the Membership Development Manager. This pack contains an overview of the Union, the role and information on how you can apply.

The Union exists to represent all 19,000 of our members - every City student. We’re run by students, for students, and provide support, representation, advice and activities throughout the good times and the tough times.

We’re governed by a board of ten Trustees, who work alongside our student Officers, small staff team, and hundreds of student volunteers to run a thriving and active students’ union in the heart of London. The Union has gone through continual development over the past two years after recruiting a number of staff to re-energise the Union. It’s an exciting time for us, with a new strategic plan, rebrand and new physical space for our services.

This is a great opportunity to take on an essential role in a developing and dynamic charity committed to changing lives and we look forward to your application.

About Us
With a rich history spanning over 100 years, City, University of London Students’ Union is the primary organisation representing the views of over 19,000 students at City, University of London to the institution and beyond.

With 3 Full-Time Student Officers, a small team of permanent staff and the involvement of student volunteers, the Union is at the heart of activity on campus. The Union delivers a range of services and support for its members, from independent academic advice to supporting our Programme Reps to enhance their course, to promoting the employability and development of students through our Student Activities department. The Union also runs a Shop which sells a range of products, including ethically sourced University branding clothing, merchandise, confectionary and stationary.

The Union is striving to develop as an organisation and has recently become a Company Limited by Guarantee, moved into a new space on campus and successfully increased its block grant to support this.
Our Vision, Values & Strategy

Our Vision:
“City Students’ Union: A high quality, sector-leading students’ union”.

As a students’ union, we must constantly be striving to be the very best organisation for our membership, no matter which direction they lead us. This means we should always be high quality and at the forefront of our sector.

Our Values:
We are Inclusive. We are Broad-minded. We are Creative. We are City Students’ Union.

At the heart of everything that the Students’ Union does are its values. They give us our identity, guide how we make decisions, and how we conduct ourselves.

We are proud that our values are unique, giving us an identity and way of working that is rarely replicated.

We are Inclusive.
We believe that equality is achieved when we are inclusive of all of our members. We are committed to the principles of social justice. We believe that our members should have equality of access and participation in the Students’ Union and our activities.

We are committed to the principles of equity, recognising the differences that our members have and giving them the tools to succeed.

We are Broad-minded.
We realise that we do not have all of the answers and we should always be open to change and challenging our way of thinking.

We are continually learning, talking and sharing information with our students and stakeholders to ensure that we are making the best decisions and offering the best services for our members.

We are Creative.
We celebrate our history, but we are not constrained by it. We are continually on a journey of self-discovery and self-determination, and we support our students on their own journeys.

We are not afraid to take risks, try new things and forge a new path for ourselves, the University, and its students.

Our Strategy:
Our strategy to be a high quality, sector-leading students’ union is simple but bold.

“Through active partnerships and dynamic student representation, we will create connected communities, full of opportunities where students can individually and collectively grow together by 2020.”
Who Are We Looking For?

We are seeking a dynamic, inspirational, collaborative and committed manager to support our Membership Development Team in our on-going journey to becoming more professional, transparent and sustainable to better support the members of the Union. You may already be in a management role or an experienced coordinator within a students’ union, but we are also interested in candidates from different voluntary and third sectors who bring transferable skills and are motivated to lead a team that has the potential to make a significant impact in students’ lives.

Our ideal candidate will have leadership experience in a membership focused organisation with demonstrable experience of delivering effective services and of managing a variety of competing priorities and stakeholder perspectives. You should be a true people person, with a leadership style which both engages, coaches and empowers three full-time elected Student Officers; fifteen part-time elected executive officers and hundreds of student volunteers. With a collaborative approach, you will be able to build trust quickly and communicate credibly with a wide range of people.

The Union is at a key stage in its development and has recently become a charitable company limited by guarantee and on the 1 August 2017 took on the responsibility for managing its own finance, which was previously done by the University.

City attracts around 19,000 students (35% postgraduate), is top in London for student satisfaction (Complete University Guide), well above the sector average for graduate employability in most subjects and eleventh in the UK for starting salaries. City joined the University of London in 2016.

The role comes with considerable benefits as an employee of City, University of London including a pension scheme and benefits including a comprehensive package of staff training and development. The full salary range is £36,613 - £42,418 and the successful candidate will start at the bottom of the salary range.

Whilst all applicants will be judged on merit alone, we particularly welcome applications from ethnic minority candidates, as this group is currently under-represented within the Union.
Role Profile

Post: Membership Development Manager

Department: City, University of London Students’ Union

School: N/A

Grade: 6

Tenure: Full Time

Responsible to: Chief Executive

Responsible for: Direct line management of the Senior Activities Coordinator, Senior Academic Caseworker, Academic Representation and Policy Coordinator and Wellbeing and Insight Coordinator. Also responsible for staff managed by direct reports.

Job Purpose

The purpose of this role is to be a member of the Union’s Senior Management Team, to manage the Membership Development Department including its strategic responsibility, oversight and direction. This includes responsibility for the delivery of (within the department) operational planning, achieving KPI’s, measuring strategic progress and key involvement in the Union’s strategic planning and budgeting. The role is also responsible for line managing the staff in the Membership Development Department and to provide support for the Union’s Full Time Student Officers.

Principal Accountabilities

Senior Management

- Work with the Chief Executive and senior managers as part of the Union’s Senior Management Team (SMT)
- Support the Chief Executive and SMT in strategic leadership across the Union.
- Primary advisory and operational support for the Sabbatical Officers

Sustainable Budgeting

- Manage the annual Membership Development Department’s budgets.
- Contribute to the Union’s annual budget planning process and its ongoing management.

Strategic Management

- To coordinate and deliver the Union’s Membership Development strategy in support of the long term organisational strategy
- To lead in the creation of a culture of excellence in customer service, ensuring that students’ needs and expectations are effectively identified, measured and met across all areas of Membership Development
- To advise on short, medium and long term operational improvements in recognition of the Union’s strategic aims and objectives
- To devise and develop initiatives and partnership agreements that increase opportunities for the Union.
Performance Management

- Develop and monitor annual key performance indicators for the Membership Development Department, in accordance with the Union’s mission and strategic plan
- Provide leadership, strategic direction and day to day operational management of the Membership Development including career staff, student staff, interns and volunteers; motivating, supporting and developing team members to ensure that they have the necessary skills and knowledge for their roles as well as manage performance.

Democracy

- To manage the administration of all Students' Union Elections
- To oversee the Union’s Student Voice work to ensure that the Union understands the academic needs and experiences of its members and enables students to be informed and have legitimate voices on their academic programmes
- Act as the Returning Officer for Society and Programme Representative elections.
- Work alongside the Senior Management Team to develop Union elections, finding innovative ways of improving voter engagement and candidate interest

Membership Advice

- To manage and develop the Union Support Service
- Provide information and advice on student welfare issues to University academic and administrative staff
- Maintain an up-to-date knowledge and awareness of changes in legislation, rules, regulations relating to Advice

Membership Experience

- Oversee the delivery of the Learning Enhancement and Carrot Awards events

Membership Development and Influence

- To ensure that all Elected Officers and committees are supported and trained to make effective decisions which support the achievement of the elected officer’s agendas and continuous improvement of the Union
- Devise and implement an effective succession plan for all Executive Officer positions.
- Maximise student voice coming into the Students’ Union, and develop effective systems to ensure that elected officers can interpret and represent that voice effectively
- To ensure that the Union's policy file is up to date; and that the mechanisms exist for it to be reviewed in-line with the bye-laws
- To actively encourage and support student involvement and student leadership in the Union
- Support elected officers and students in the development and understanding of the articles of association and bye-laws
- Assist part-time officers in developing action plans for their year in office
- Work with Elected Officers and Senior Managers, to be responsible for the development of democracy, governance, initiatives and projects
- Is an efficient and effective manager of the Students' Union’s democratic structures and processes
- To ensure support is provided to elected officers in their duties relating to representation, welfare, and social policy as well as developing the democratic and governance structures of the Union
- To support the realisation of student-led campaigns, ideas and projects
- To oversee the development and co-ordination of the Programme Representative system throughout the institution
- To assist in preparing the contents of reports, handbooks and other relevant publications to enable the institution's staff, committees, programme representatives and student officers to work effectively
- To develop and maintain effective communication links with the Institution's staff responsible for supporting the student experience and programme development
Student Opportunities

- Oversee the development of Student Opportunities, ensuring accessibility and inclusivity where possible for all members
- Manage the communications and marketing content relating to the Student Opportunities area
- Support in measuring the impact of Student Opportunities across the institution and the Students' Union

General Duties

- Respect the democratic structure of the Union at all times.
- Ensure the delivery of a positive image of the Union, both internally and externally by displaying high standards of professionalism, politeness, conduct and service.
- To undertake any other duties within their competence, to provide operational cover for colleagues including absence and periods of peak workload as required.

Context

This post designed to improve two-way communication with the membership. The post holder will be expected to create an environment which creates a culture of excellence in customer service, where customer needs and expectations are identified, measured and met or exceeded at all times.

Attendance at conferences and meetings, both internal and external, will be necessary. The post holder will be expected to assist in key events throughout the year e.g. Fresher's Fayre, Balls and other key or special event.

Hours of work will also vary depending on operational requirements and periods of peak activity. Staff are expected to portray a positive image at all times, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.

The post holder will have to be pro-active, flexible and have an ability to prioritize a varied and demanding portfolio of work.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department, School and the University.

Job descriptions should be regularly reviewed and at least prior to the annual appraisal, if applicable or on a regular basis to ensure they are an accurate representation of the post.
Staff Structure

Last updated: 14 December 2017
Candidate Specification

Qualifications

Essential
- Educated to Degree level or equivalent experience

Knowledge and Experience

Essential
- Experience of working in a membership led organisation
- A sound working understanding of representative and democratic organisations
- Experience of writing analytical reports, researching evidence, conducting surveys, making presentations to a wide range of audiences
- Experience of proven strategic delivery and setting action plans and objectives that are consistent with the organisation’s strategy
- Experience in developing and maintaining complex stakeholder relationships
- Experience in the design, delivery and evaluation of training
- Effective problem solving skills
- Experience in managing teams
- Experience in project management
- Excellent communication skills, both verbal and written
- Commitment to equality of opportunity

Skills:

Essential
- Ability to operate effectively in a democratic environment, with the political skills and acumen to develop productive relationships building trust and confidence
- Exceptional interpersonal skills and demonstrable emotional intelligence, with the ability to relate to, motivate and build trust and confidence with people at all levels
- Sound judgment and ability to handle competing priorities and a challenging workload in a pressurised environment
- Exceptional communication and presentation skills, with an ability to communicate ideas, issues and procedures successfully at all levels
- Excellent IT skills i.e. Word, Access, Excel, PowerPoint

Values:

Essential
- Ability to display tact, diplomacy, patience and enthusiasm
- A flexible approach to working according to operational demand
- Commitment to self-development
- Commitment to the values of the organisation and equal opportunities
Salary and Conditions of Service

Staff of City Students Union are employed by City, University of London on behalf of the Students’ Union, to perform such functions as are agreed by the Trustee Board and will be subject to the normal terms and conditions of employment and policies of the Institution. The salient features of conditions of service for Senior Administrative, Senior Library & Computer Staff are as follows:

- Salary: will be within the range of £36,613 to £42,418 per annum. This is on Grade 6 of the salary scales for Senior Administrative, Library & Computer Staff. Applicants will start at the bottom of the salary range.

- Annual Leave is 30 days, plus 8 statutory and 3 additional days during the Christmas holiday period.

- You will be automatically entered into the Universities Superannuation Scheme (USS) with the option to opt out.

- All offers of appointment are subject to City, University of London receiving satisfactory references and medical clearance.

- All posts at City, University of London are subject to reasonable adjustment under the Equalities Act (2010).

- All appointments at City, University of London are subject to a probationary period.

- The appointment is terminable by three months’ notice on either side.

Further Information

We operate a no smoking policy.

City, University of London offers an excellent pension scheme, generous leave allowance, season ticket loan, a good working environment, and access to our student fitness and social facilities.

City, University of London confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria will be kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits, and are not disadvantaged by conditions or requirements, which cannot be shown to be justifiable.

If you have a disability and are interested in this post, your application is welcomed.

How to Apply?

Applications Close: 11.59pm Wednesday 10 January
Interview Date: Week commencing Monday 15 January or 22 January

All applications for City Students’ Union roles are administered by City, University of London Human Resources Department. Please follow the link below to apply for this role:

https://www.city.ac.uk/about/working-at-city

If you have any questions regarding the role or organisation, please contact the Chief Executive at philip.gilks@city.ac.uk