



National Day Nurseries Association

***Brighter thinking
for early years**

Job Description Digital Membership Manager

Responsible to:	Interim Director – Institute of Early Years Education
Location:	Head Office or Home Based
Salary:	Band E
Hours:	37 hours

National Day Nurseries Association (NDNA) is a national charity and the membership association representing children’s day nurseries across the UK, giving them information, training and support so they can provide the best possible care to young children. NDNA is the voice of the day nursery sector, an integral part of the lives of nearly one million children and their families. NDNA works with local and national government to develop an environment in which quality early years education and care can flourish.

Main purpose of the job

The Digital Membership Manager will focus on the newly created Institute of Early Years Education (to be officially launched in August 2024). The post holder will coordinate and drive membership growth for the Institute of Early Years Education (IoEYE) by leading recruitment and retention activities. They will work with the core team of the IoEYE to reach new audiences and continuously attract new members, with an eye to increase the diversity of overall membership in terms of job roles within the early care and education sector. In due time, the Digital Membership Manager will also lead on the Institute’s partnership strategy and ensure contracts with corporate partners, commercial activity and delivery of projects protect the IoEYE, meet our legal obligations and maximise financial and non-financial return.

Main duties

The postholder is responsible for developing the membership base of the IoEYE and, in time, for retaining existing members. The postholder will be responsible for:

- Driving uptake of IoEYE membership numbers.
- Achieving IoEYE annual income generation targets through presenting a broad range of multichannel marketing opportunities to commercial suppliers.
- Supporting the Interim Director of the Institute of Early Years Education in establishing the management information and analysis required to track and monitor progress, working with Finance and Business Development directorates.
- Building relationships with external partners and stakeholders, to promote membership
- Leading on sourcing and engaging new corporate partners and advertisers whose business aims meet the needs of the Institute’s members.
- Planning and executing member communications, including:
 - Onboarding communications

- Renewal communications
- Analysis of engagement with the member value proposition
- Ongoing member and wider market research
- Managing and overseeing the Institute's online forum.
- Using the CRM to manage member relationships, including:
 - Analysis of membership data
 - Managing feedback, complaints and compliments
- Supporting the rest of the team to make the right decisions, based on understanding of member needs.
- Tracking and analysing feedback and posts on other practitioner forums.
- Developing and implementing an approach to competitor analysis.

Any other duties reasonably requested by line management and commensurate with the level of the post.

In carrying out the duties and responsibilities set out within the job description and in the context of developing working relationships with others, the post holder will be expected to demonstrate commitment to and comply with NDNA's policies and procedures.

**Personnel Specification
Digital Membership Manager**

Criteria	Identified by
<p>Qualifications</p> <p>Essential</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent. • A good standard of English and Maths at GCSE <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge and understanding of early education and care sector. 	<p>Application/ certificates/ Interview</p>
<p>Experience</p> <p>Essential</p> <ul style="list-style-type: none"> • Significant and demonstrable experience in membership recruitment and retention activity • Experience of professional organisations • Proven experience of working in a B2C sales environment • Track record of delivering against targets • Experience of building strong relationships. • Experience in retaining and growing existing customer accounts. • Understanding of the unique aspects of membership sales. <p>Desirable</p> <ul style="list-style-type: none"> • Experience of engaging corporate partners • Experience of early education and care sector • Experience of the training, educational or academic sector 	<p>Application /Interview</p>
<p>Knowledge</p> <p>Essential</p> <ul style="list-style-type: none"> • Business and financial acumen • Commercial awareness <p>Desirable</p> <ul style="list-style-type: none"> • Good understanding of project management 	<p>Interview/ References</p>
<p>Skills and Abilities</p> <p>Essential</p> <ul style="list-style-type: none"> • Experience of driving online membership (or other relevant products / services) • Excellent relationship management skills • Excellent communication skills, both written and verbal • Excellent IT skills including use of Word, Excel, PowerPoint and CRM tools. • Ability to analyse data. • Strong attention to detail. • Desire to listen and learn. 	<p>Interview/ Task/ References</p>

<ul style="list-style-type: none"> • Highly organised and calm under pressure • Collaborative approach with peers across the charity in other functions and teams • A good communicator, able to deal with people at all levels of an organisation 	
<p>Other Requirements</p> <p>Essential</p> <ul style="list-style-type: none"> • Flexible and able to undertake occasional evening and weekend work with advance notice. • Willingness to travel for occasional organisational meetings <p>Desirable</p> <ul style="list-style-type: none"> • Some occasional overnight stays and travel in the UK • Able to drive with access to own car 	<p>Application/ Interview</p>

