

Head of Membership



Job title	Head of Membership
Reports to	Executive Director
Line reports	Three: Membership Officer, Marketing and Events Officer, Awards and Grants Officer
Budget responsibility	TBC
Location	Hybrid, London (60% of time)
Contract	Full-time, permanent
Purpose of role	To lead and develop the society's membership strategy, ensuring growth, retention, and engagement across a diverse professional community. The role is responsible for delivering a compelling membership offer, enhancing member experience, and aligning membership activities with the society's broader strategic goals. It acts as a key ambassador for members' needs, driving innovation, inclusivity, and value in all aspects of membership.
Key accountabilities	Lead membership strategy developing compelling value propositions for growth and retention initiatives. Enhance member engagement, experience and value proposition. Drive performance and innovation to ensure state-of-the-art membership marketing and communication and customer service. Manage team, budgets, performance metrics, and compliance.
Date	September 2025

Responsibilities

Strategic Leadership	Develop and lead a membership strategy aligned with the Royal Astronomical Society's mission and growth objectives. Set and monitor KPIs for acquisition, retention, engagement, and income generation.
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	Champion the role of membership across the organisation, ensuring that members are at the centre of everything we do. Work with, and provide the secretariat for, the Membership Committee. Support the Society's committee structure working with other members of the Senior Management Team to ensure we have appropriate committees that remain active and aligned with the Society's strategy. Work with other learned societies, associations and fora to cooperatively meet the needs of specific groups.
Member Acquisition & Retention	Design and implement campaigns to attract new members and retain existing ones. Use data-driven insights to segment audiences and tailor communications and offers. Create compelling member value propositions and personalized journeys.
Operational Oversight	Oversee the day-to-day operations of the membership function, including application processing, renewals, member marketing and communications, and customer service. Work with the Head of Operations to ensure smooth integration with CRM systems and digital platforms. Manage budgets and resources efficiently.
Stakeholder Engagement	Lead the team that acts as the primary point of contact for members and prospective members. Build relationships with key stakeholders, including committees, partner organizations, and internal teams. Represent the membership function in cross-organizational initiatives.
Innovation & Continuous Improvement	Introduce new ideas to improve member experience and operational efficiency. Embed a test-and-learn culture, using evidence-based feedback and analytics to refine strategies. Lead change management initiatives as they relate to membership offerings
Team Leadership	Lead and develop the membership team, fostering a collaborative and high-performance culture.

	Provide coaching, support, and professional development opportunities.
Policy & Compliance	Ensure membership policies and processes are up-to-date, inclusive, and legally compliant. Contribute to governance and reporting, including board papers and strategic reviews.

Person specification

Experience	Minimum of 5 years working in a role supporting membership (essential). Experience of line management, developing and leading a team, and creating an environment in which colleagues can thrive (essential). Demonstrable success in increasing membership and improving member satisfaction; Strategic development of membership offering and member benefits (preferred). Hands-on experience of membership marketing (preferred). Fundraising within a membership organisation (desirable).
Behavioural competencies	Networking: building and maintaining professional relationships; ability to work with, and gain the respect of, senior academics (essential). Collaboration: working effectively across all levels within the organisation (essential). Resilience: able to work under pressure and remain professional at all times (essential). Cultural competence: respecting and valuing diversity (essential). Self-awareness: aware of own abilities and development needs; demonstrates high emotional intelligence (essential).
Technical skills	Computer literate with experience of membership management systems or customer relationship management software (essential).
Other relevant requirements	Occasional travel within the UK and overseas including overnight stays (essential).