

Membership Engagement Officer



Purpose: To offer excellent support to OutdoorLads' existing membership - and proactively connect with potential new members – to enable enjoyment of great events.

JOB DESCRIPTION

| | |
|--------------------------|---|
| Employed by: | OutdoorLads Ltd |
| Responsible to: | Programme Manager |
| Salary: | NJC scales: SCP points 11 16, currently from £21,116 to £23,369, dependent on competencies and experience. (It is anticipated that the appointment will be made at SCP point 11.) |
| Pension: | OutdoorLads will contribute a minimum of 4% of gross salary each month into the OutdoorLads appointed mentioned scheme in line with pensions auto-enrolment. |
| Employment terms: | This is a full-time position, with a six-month probationary period. |
| Hours: | 37.5 hours per week. This post will require occasional evenings and weekends work supporting volunteers when they are most available, for which a flexible working policy is in place. |
| Annual leave: | 20 days pro rata plus eight public holidays, with 1 extra day per full calendar year of service, up to a maximum of 35 days |
| Team: | This post will be line managed by the Programme Manager , and work alongside our Finance and Administration Assistant. The role is supported by the OutdoorLads Board of Trustees . You will also support our Regional Coordinators, and network of 200+ volunteer leaders. |
| Base: | It is expected this role will be primarily office-based in central Manchester. |
| Travel: | This role will require occasional travel throughout the UK, including overnight stays, to support delivery of OutdoorLads events. Use of public transport is preferred; when this is not convenient staff may use their own vehicle for which mileage will be reimbursed. |

OutdoorLads values diversity, promotes equality and challenges discrimination. We welcome and encourage applications from people of all backgrounds and abilities.

To Apply

- Complete the official OutdoorLads job application form overleaf. CVs / covering letter are welcome, but only when accompanied by a fully completed application form.
- Informal discussions prior to making your application are welcome; please contact Liam Russell on liam.russell@outdoorlads.com or call 0161 420 0001.
- Your support statement should very clearly address the personal specification and competencies for this post. Applications that do not, will not be shortlisted.
- Please submit your application by midday on Thursday, 16th January by email to vacancies@outdoorlads.com
- You will be contacted within a week of the closing date if you are selected for interview.
- **Interviews will take place on Monday 27th January 2020 in Manchester**

About OutdoorLads

OutdoorLads Mission

Is to improve the mental and physical wellbeing of gay, bisexual and trans men through outdoor pursuits.

OutdoorLads Organisational Structure

OutdoorLads is a membership-driven charitable organisation (Registered Charity no. **1133121**) and company limited by guarantee (Company Ltd. no. **6589498**), with a voluntary Board of Trustees elected from the membership every year at our AGM. OutdoorLads has a highly active membership of over 2,000.

OutdoorLads Website

Our activities are organised entirely through our website outdoorlads.com, where members can

- Sign up for membership and build a personal profile
- Search and register for events
- Process payments, send enquiries and support requests
- Contact and communicate with other ODL members

OutdoorLads Activities

Over 1,300 events a year are delivered by our volunteer leaders - members who are trained, assessed and supported to lead activities at a range of levels

- Hostel weekends
- Day walks
- Socials
- Climbing
- Camping
- Mountain biking
- Sailing
- Skiing
- Challenges
- Overseas expeditions

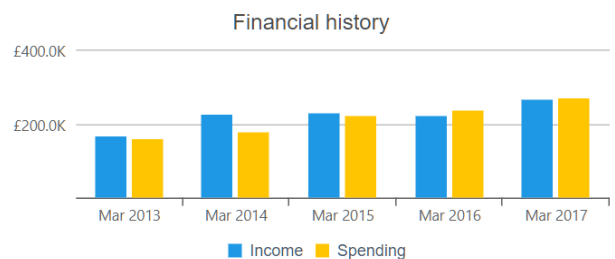
OutdoorLads Business

In 2018/19, OutdoorLads showed income of £326k and expenditures of £339k. Our **income** is derived from:

- Event payments: We run between 10-20 paid events per month, ranging from 10-500 people.
- Membership income / direct debits of approx. £6,000 per month.

Expenditure falls between:

- Event costs: Venue bookings are usually paid 12-18 months in advance; food, activities etc
- Support costs: Staffing and governance
- Infrastructure: Website, accounting, office costs.
- The OutdoorLads Foundation generates additional restricted donations towards targeted charitable activities such supporting LGBT social inclusion, mental and physical health.



OutdoorLads' Values

- **Friendly and welcoming.** Whatever the event, and wherever it is, you will always find our guys to be friendly and welcoming. Join with a mate, or on your own, you will quickly be welcomed into the group and make friends easily.
- **Fun.** Everyone mucks in and has a laugh on our events. We might be walking be in the rain, or camping in the cold, but there is always loads fun and laughter on our events.
- **Adventurous.** Whether you are an expert or a novice you can find you own level of 'adventure' with OutdoorLads. You might be surprised by what you achieve.
- **Professional.** Our event leaders deliver consistently great events. You can be sure of good food, a friendly atmosphere, experience leading groups in the mountain - or whatever skills the event requires.

We are looking for candidates who will enjoy 'living our values' in their attitude and approach to work.

Role Profile - Membership Engagement Officer

Purpose: To offer excellent support to OutdoorLads' existing membership, and proactively connect with potential new members, to enable enjoyment of great events.

Resolving Enquiries

1. As 'first point of contact' in the OutdoorLads office, you will handle incoming **telephone calls, emails and queries** from OutdoorLads members, partners / suppliers and the general public, using agreed processes.
2. You will provide **excellent customer service** by following through on actions promptly and communicating effectively back to enquirers (and others, as relevant to individual queries).
3. You will be responsible for admin and fulfilment of **support tickets (through the OutdoorLads website) and e-mails** from members, resolving the query directly wherever possible.

Events & Membership Support

1. **Membership Benefits** You will maintain the membership database, respond to new applications, organise distribution of T-shirts and coordinate other membership benefits
2. **Member Surveys** You will lead on distributing, collating and reporting on regular surveys gathering member feedback from events that will help inform leaders, coordinators and trustees of successes and learning.
3. **Venue Liaison** You will support the Program Manager to liaise with third party venues and activity providers and confirm event arrangements for members and leaders.

Digital Content Management and Communication

4. **Social Media and Communications** To implement and update OutdoorLads' social media feeds in line with our social media strategy. Produce regular newsletters and arrange production of marketing materials, so that members are kept informed on activities of interest to them, to recruit new members, and to create a positive public profile for a life changing organisation.
5. **Website** To proactively manage content on the OutdoorLads website so that leaders are supported to deliver and promote great activities (through the events system) that members get to hear about (through e-news and online searches); and to support volunteers in maintaining website functionality so that members can access information and process activity requests.
6. **Digital Content Production.** To facilitate and oversee the production of exciting digital content including video content for social media feeds, website and other outlets, for the purpose of driving increased membership and participation on events

Teamwork

7. **Office Team** You will support the Finance and Administration Assistant and Programme Manager with administrative tasks and office cover as needs arise.
8. **National Events** You will assist the OutdoorLads leadership team with delivery of major national events including Big Spring Camp, Summer Camp, Christmas / New Year Hostels, and the members' AGM. (Attendance at BIG Spring Camp, BIG Summer Camp and the AGM is a requirement of the role.)
9. **Training and professional development:** The postholder will work closely with the Programme Manager in identifying their own development needs via one-to-one conversations and appraisal to assist in the delivery of the charity's objectives, and support other staff in their professional development.
10. **Any other** activities / tasks delegated by the Programme Manager or trustees from time to time.

Person Specification and Competencies

Purpose of Membership Engagement role: To offer excellent support to OutdoorLads' existing membership – and proactively connect with potential new members - to enjoy great events.

Your application should evidence how your experience matches the competencies for this role. **Please be specific;** we will not shortlist anyone who does not explain how their skills fit the needs of the role.

| Group | Competency | High Level Description |
|--|--|---|
| 1. Customer Service and Support | Teamwork, task and time management | <ul style="list-style-type: none"> • Well-organised, able to work well in a small team, and self-reliant / requiring little supervision • Ensures day-to-day work is assigned & prioritised effectively, with a focus on getting things done. • Able to use own initiative to resolve problems quickly. |
| | Customer Service | <ul style="list-style-type: none"> • Offers excellent 'customer service' to members, volunteers / leaders, regional coordinators, trustees, external partners and activity / venue managers to ensure a positive experience. • Handles challenging people / situations in a calm, considered and confident manner. |
| 2. Managing Communications | Communication skills | <ul style="list-style-type: none"> • Communicates written and spoken information clearly, concisely and persuasively, on a regular basis. • Represents the organisation in a highly professional manner both to members / volunteers, and externally to partner organisations and the general public. |
| | Digital and Design | <ul style="list-style-type: none"> • Able to create and oversee production of compelling digital content across all social media channels. Able to write copy in the "OutdoorLads voice" and use suitable design / editing packages to create high quality graphic, photo and video material. • Able to create compelling promotional material for our events (including copy writing and use design packages). |
| | Website | <ul style="list-style-type: none"> • Quickly able to become familiar with the OutdoorLads website from an end-user and admin role, and to support others in it's effective use. |
| 3. Volunteer Support | Volunteer Support and coordination | <ul style="list-style-type: none"> • Ensures that the organisation's volunteer support needs are planned and met. • Ensures individual volunteers are informed, supported and nurtured to deliver organisational priorities and reflect OD's values, and offered training and development opportunities to advance their outdoor skills and confidence. |
| | Partnership Working | <ul style="list-style-type: none"> • Develops mutually beneficial contacts and relationships with other relevant organisations and stakeholders. • Gains trust, commitment & cooperation through working diplomatically and effectively with others |
| 4. Applying knowledge and skills (on LGBT and Outdoors) | Knowledge of outdoor pursuits and LGBT movement(s) | <ul style="list-style-type: none"> • A clear understanding of the contribution of OutdoorLads to the LGBT community and to our members directly, and an empathy for the importance of the group to our members. • A strong understanding and support for LGBT issues, rights and accessibility, to inform daily work and interactions with OutdoorLads members. • Enthusiasm for and engagement with a diversity of outdoors pursuits activities; understanding of recognised skills / qualifications from professional bodies. |
| | Critical, creative thinking and decision making (<i>informed by LGBT / outdoors knowledge</i>) | <ul style="list-style-type: none"> • Evaluates information from a variety of sources with accuracy and perception, to inform independent decision-making and advice to volunteers / board. • Understands diversity of views / perspectives / approaches and can facilitate constructive dialogue. • Understands the big picture and can make the link between individual issues, whilst keeping key goals in mind |
| | Learning, improving, changing and innovating | <ul style="list-style-type: none"> • Ensures that OutdoorLads learns from experience and continually improves its work • Acknowledges own development needs and seeks new skills, knowledge and opportunities for learning • Applies knowledge and skills to drive innovation and improvement, and adapt positively to change. |



APPLICATION FOR EMPLOYMENT

Please complete all sections of the form.

CVs and cover letters can only be accepted alongside a completed application form.

| | | | | | |
|--|-------------|--------------------------------------|-----------|------------------------------------|---------------------------|
| Post applied for: | | Membership Engagement Officer | | | |
| How did you find out about the post? (If online, please state specific website) | | | | | |
| PERSONAL DETAILS | | | | | |
| Title | | | | | |
| Forename(s) | | | | | |
| Surname | | | | | |
| Address inc Postcode | | | | | |
| Home tel. no. | | | | | |
| Mobile tel. no. | | | | | |
| E-mail | | | | | |
| PRESENT OR MOST RECENT POST | | | | | |
| Post | | | | | |
| Employer | | | | | |
| Salary and full / part time | | | | | |
| Date from/to | | | | | |
| Summary of responsibilities | | | | | |
| PREVIOUS POSTS | | | | | |
| Employer | Post | From | To | Summary of responsibilities | Reason for leaving |
| | | | | | |
| | | | | | |
| | | | | | |

| EDUCATION AND QUALIFICATIONS | | | | |
|---|-------------|-----------|--|--|
| Educational Body | From | To | Qualification(s) and Pass Level | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| OTHER RELEVANT VOLUNTEERING OR SKILLS EXPERIENCE | | | | |
| | | | | |
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| STATEMENT IN SUPPORT OF YOUR APPLICATION |
|---|
| <p><i>Please state clearly how your skills and experience meet the competencies in the Person Specification, with reference to the competency needs of the role, eg. "Teamwork - I have facilitated Youth Work projects for 4 years alongside a team of 3 staff and 10 volunteers..." etc. Continue on a separate sheet if necessary.</i></p> |

ADDITIONAL QUESTIONS

If successful, what is your notice period with your current employer / earliest possible start date?

If you have a disability, please tell us about any provisions that we can make to assist you at interview.

REFEREES

Please provide details of two referees, including your present or most recent employer. We only contact referees after we have made an offer of employment.

| | | |
|---|-----------------------|--|
| 1 | Name | |
| | Position | |
| | Address | |
| | Tel. No. | |
| | E-mail | |
| | Capacity known | |
| 2 | Name | |
| | Position | |
| | Address | |
| | Tel. No. | |
| | E-mail | |
| | Capacity known | |

DECLARATION

I declare that the statements made by me in this application are true and that the accuracy thereof shall be a condition of any contract of employment offered to me by Outdoorlads.com. I have read and understood any special conditions set out in the role description.

Signature of Applicant

Date

Please return by email to vacancies@outdoorlads.com by **midday on Thursday 9th January 2020.**