



**WE ARE**

**HIRING**

**MEMBERSHIP &  
ENGAGEMENT MANAGER**

WWDN CREATIVE PLACEMAKING NETWORK

FOR MORE INFORMATION EMAIL:

**[info@whatwedonow.scot](mailto:info@whatwedonow.scot)**

[www.whatwedonow.scot](http://www.whatwedonow.scot)

# ABOUT WWDN

**What We Do Now (WWDN)** is creative placemaking project led by **The Stove Network**.

Creative placemaking is a community led approach that uses creative activity to support collective decision making and positive change for people and the places they live.

Built on **community wealth building principles**, and a commitment to supporting a just transition to net zero, What We Do Now is ultimately focused on change-making and capacity building and seeks to:

- enable people and community groups to take more effective action and leading roles in the development of their communities
- improve cross-sector connections and collaboration between creative practitioners, communities, and other partners
- improve opportunities and pathways for people in communities experiencing disadvantage

## **WWDN – What does it aim to do?**

WWDN will establish a creative placemaking network across Dumfries and Galloway, which supports communities, artists and creative placemaking 'hubs' to work together, using creativity as a tool for long-term positive impact.

# THE NETWORK

## **The network aims to deliver four main workstreams:**

- Knowledge, Research and Policy – building a resource and knowledge bank that members can access and contribute to
- Skills, Learning and Talent – delivering skills and capacity building programmes for creative practitioners and place hubs
- Experimentation and Innovation – developing and embedding commissions for creative practitioners across the network that aim to positively disrupt and inspire innovative ideas
- Connectivity – growing a culture of collaboration and relationship building, connecting members to each other and to strategic partners to help overcome challenges. These connections will be facilitated through a programme of regular events and development sessions including:
  - Quarterly networking ‘gatherings’ to build relationships and share ideas
  - Themed ‘lab’ sessions to dig deeper into issues and co-produce solutions and develop collaborative projects
  - Bi-annual conference style ‘Labs’ that will bring together local, national and international partners to consider current issues, and to progress creative placemaking work

# THE ROLE

**WWDN Membership & Engagement Manager**

**Duration: 18 months fixed-term contract**

**Hours per week: 21 hours (3-days)**

**Salary: £25,000 (pro-rata)**

**Pension: Auto-enrolment**

**Location: Dumfries & Galloway**

**Reporting to: WWDN Director**

**Start Date: 15 April 2024 (or as close to this date as able)**

## KEY RESPONSIBILITIES

The Membership and Engagement Manager is responsible for all aspects of association for WWDN membership. This includes working with a broad network of stakeholders and colleagues within and outside of the WWDN project and working with the WWDN Director to advocate and represent the network.

The postholder will oversee membership engagement and sign-up processes. This will include the effective and efficient sign-up and processing of new and renewal memberships, implementing membership recruitment and retention strategies, reaching revenue targets and deepening engagement across network activity.

The role will also involve planning and managing communication to members; working with the Head of Communications and Engagement to conceptualise and deliver membership campaigns; and report on metrics around the membership journey/cycle, member engagement (trends and behaviours) and income.

Regular internal contact and collaboration will take place with other members of the team, as membership will be central to the functions of WWDN's work.

The Membership and Engagement Manager should maintain a strong understanding of membership practices within the wider arts, culture, and heritage sector, attending training and networking events as and when appropriate and building an understanding of regional work and activity.



# MAIN TASKS & ACTIVITIES



## Membership Management and Engagement:

- Support the WWDN Director to grow and maintain strong relationships across WWDN membership and wider stakeholders
- Lead on the membership recruitment, retention, renewals, and liaison activity across all membership categories (practitioners, groups, organisations).
- Develop and maintain effective membership processes, sign-up, review, and enquiry, working with colleagues across WWDN to champion high levels of customer service
- Ensure membership admin systems are effectively maintained with support from the Web & Data Manager
- Capture and report membership data, trends and statistics in a way that informs WWDN strategic, operational, and financial planning
- Produce quarterly reports on the membership function for the WWDN Director / trustees / funders
- Ensure organisational compliance, and conformance with UK-GDPR legislation with support from the Web & Data Manager, and wider WWDN team.

## Marketing & Communications / Relationship Building:

- Work with the Head of Communications and Engagement to devise and implement effective membership engagement campaigns
- Monitor and evaluate the effectiveness of all membership marketing activity.
- Utilise a suite of communication assets including digital platforms: Newsletters, website, and social media channels – working closely with the Marketing Officer
- Attend WWDN events and activities to promote membership recruitment and to build strong working relationships with existing members and key partners
- Work with the WWDN Director and wider team to identify and attend sectoral events to represent WWDN to promote the membership

### **Supporting duties:**

- Be first point of contact for WWDN service enquiries and direct to relevant members of the team
- Support the WWDN team to develop, implement, and measure the impact of membership to meet strategic objectives
- Feed into and support the development of systems and processes to support the continuous improvement WWDN's membership provision and engagement
- On occasion, chairing WWDN events, attending meetings, representing WWDN at external events.

This job description is not exhaustive, and the post holder may be asked to take on additional responsibilities not included herein.

## **ABOUT YOU**

### **Person Specification:**

- Highly motivated and goal orientated
- Excellent communications and interpersonal skills and ability to represent WWDN externally
- Excellent organisational and administrative skills.
- An interest in the mission and aspirations of Creative Placemaking and the desire to work collaboratively in a small team
- The ability to tailor and adapt communications to specific audiences

### **Experience:**

- A good level of IT literacy including the use of databases and websites (preferably Mailchimp / WordPress, but training will be provided).
- Experience in working with customers in a B2C or B2B customer service / sales environment
- Experience of working towards financial targets
- Knowledge of UK-GDPR and other legislation concerning membership is desirable
- An understanding of the third sector organisations

**This job will require travel around Dumfries and Galloway so a driving licence will be required**

**HOW TO**

**APPLY**

We encourage you to apply in a way that you feel most comfortable.

You can send us your CV and a short covering letter, or video, to [info@whatwedonow.scot](mailto:info@whatwedonow.scot), explaining why you're interested and what you could bring to the role.

**APPLICATION DEADLINE  
9AM MONDAY 11 MARCH 2024**

**INTERVIEWS LIKELY TO BE HELD ON  
20 + 21 MARCH 2024**

It's important that our people reflect and represent the diversity of the communities and audiences we serve. We welcome and value difference, so when we say we're for everyone, we want everyone to be welcome in our teams too. Wherever you're from, and whatever your background, we want to hear from you.

**We will accept applications from anyone and everyone who feels they have the skills required to fulfil this role. Sound like the right job for you? Get in touch, we'd love to hear from you.**

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