

**WWDN – Membership Manager
Recruitment Pack
March 2024**

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.

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 will 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, co-produce solutions and develop collaborative projects
 - Training sessions covering areas such as community engagement, project development, finance and resourcing, safe-guarding

The Role

WWDN Membership Manager

Duration: 18 month fixed-term contract (with review after 3 months)

Hours per week: 21 hours (3-days)

Salary: £24 000 - £26 000 (pro rata) depending on experience

Pension: Auto-enrolment

Location: Dumfries & Galloway

Reporting to: WWDN Director

Start Date: 6th May (or as close to this date as able)

Due to feedback and review, this position has been re-framed to align more closely with the projected needs of the WWDN membership.

This position is open to both those with less experience who are looking to learn as part of the job or someone who brings a greater level of experience to the role.

Salary rates may be negotiated within the given salary bracket as part of the process and will be reviewed as part of The Stove’s support and supervision process within the team.

If you are interested, please do reach out.

Key Responsibilities:

The Membership Manager will be responsible for all aspects of association for WWDN membership working closely with the WWDN Director to grow and support the network as it develops. This will include talking to and developing relationships with potential members, processing of new and renewal

memberships (when not automated), implementing membership strategies, and reviewing membership offers and benefits and resources.

We are looking for someone who is an excellent communicator, can manage our systems and over-see sign-up and membership processes.

The role will also involve planning and managing communication to members; working with the Communications and Marketing Director 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 the WWDN network.

The Membership 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.

Training and support will be provided as part of the role.

Main Tasks and Activities:

Membership Management:

- Lead on membership recruitment, retention, and 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 service
- Ensure membership admin systems are effectively maintained with support from the Web and Data Manager
- Ensure membership data, trends and statistics are captured and reported in a way that informs WWDN strategic, operational, and financial planning

Communications / Relationship Building:

- Work with the Communications and Marketing Director 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

Other 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 of WWDN's membership provision

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

Person Specification:

- Highly motivated and ambitious
- Excellent communications and interpersonal skills
- 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 customer service / sales environment
- Knowledge of UK-GDPR and other legislation concerning membership is desirable but not required
- An understanding of the third sector organisations

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**, explaining why you're interested and what you could bring to the role.

Application Deadline is 9am in Monday 15th April
Interviews are likely to take place on 25th April 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.