

MEMBERSHIP DEVELOPMENT OFFICER

Job details



Overview

The role of Membership Development Officer (MDO) has been created in order to assist the English Bridge Union (EBU), and the EBU's constituent counties and affiliated clubs, in delivering a Membership Campaign.

The Campaign aims to ensure the number of people playing in EBU clubs increases at a rate which guarantees that game can flourish in the medium and long-terms. It aims to:

- bring new students to bridge classes
- bring new members to EBU affiliated clubs, whether they are:
 - new to bridge
 - social or online bridge players who are new to duplicate bridge in clubs
 - playing in unaffiliated bridge clubs
 - former players who may wish to take up the game again
- increase the amount of bridge played by those already active within club and county bridge

The MDO will work independently, but also in conjunction with, and in support of, the Club Liaison Officer (CLO), Communications Officer (CO), and the Membership Development Committee (MDC) (a sub-committee of the EBU Board).

The MDO will also work on tasks alongside the Education & Youth Officer (EYO) of English Bridge Education & Development (EBED). EBED is the national charity for bridge, working to bring more people to the game, and with a greater focus than the EBU on bridge teaching, and on junior bridge groups.

Tasks

The role of the MDO will include:

- Developing a 'resource centre' for use by clubs wishing to work to expand their membership base, and by those which are part of the membership development project. This will include (but will not be limited to):
 - Consolidating, updating and improving the EBU's existing promotional materials.
 - Producing new promotional materials including both materials to promote bridge in general, and also to assist in the specific promotion of individual bridge clubs (e.g. templates, or bespoke materials on request).
 - Producing guidance documents, and suitable templates, graphics, etc, to assist clubs wishing to use social media to increase their membership
- Acting – alongside the EYO - as a point of contact for clubs/counties involved in the membership development project, and as a source of support and information (sharing advice on the methodology and best practice for 'membership recruitment')
- Expanding the number, and range, of high quality photographs which can be used by the EBU and EBED, and which also can be provided to clubs/counties, for use in promotions.
- Supporting the work of the CLO and CO as required.

The role may include:

- Working on a stand-alone website dedicated to encouraging people to play bridge, and offering assistance to clubs with developing their websites to make them more attractive to new players.
- Other tasks as required to support the MDC, colleagues, and participating clubs and Counties

The Regional Development Officer of the Yorkshire Contact Bridge Association (a member of the MDC) will liaise with the MDO to share knowledge and materials from the pilot scheme undertaken in Yorkshire in 2017 and 2018. Whilst this information may guide some of the work done by the MDO, it is not intended to be prescriptive, and the MDO will have scope to update and adapt materials and methodology as appropriate.

Key knowledge and skills

- A good working knowledge of duplicate bridge, and a desire to help bridge in England thrive
- Experience of marketing/promotion and an ability to impart key information in this area to assist a lay audience
- Experience of using social media in a commercial context and an ability to impart key information in this area to assist a lay audience
- Strong IT skills to include Word, Excel, Photoshop and appropriate design software
- Strong interpersonal skills to ensure effective communication with all relevant personnel
- An ability to produce high quality written content for varying audiences, and for different purposes
- Good design skills and an ability to produce promotional material, graphics, etc, and to identify and outsource work as appropriate
- Strong administrative skills, excellent time management and prioritisation of tasks
- An ability to work independently and proactively
- An ability to be responsive to the needs of the clubs within the Campaign, and to those of colleagues, and work in support of them

Terms of Employment

The MDO will be line managed by the EBU's Chief Executive, however the MDO should be willing to respond to management by the CLO and CO.

This appointment is initially on a fixed-term contract for one year. Dependent on the success of the Membership Campaign the scheme may be extended both in scope and in duration, and in which case the MDO role will be extended. This will be known by March 2019 and it is hoped that if the MDO role is not extended then the employee could be offered a suitable alternative position with the EBU/EBED.

The role is initially 0.4 FTE (14 hours per week). It is expected that the hours would be worked in full each week, and during standard EBU office hours (9am to 5pm), though some flexibility may be accommodated. When practical, flexibility will be expected to deliver the necessary support to both clubs and colleagues at times of high demand – when additional hours are required to be worked, time off in lieu would be given. Some additional and out of hours' work may be necessary to attend relevant bridge events – by the nature of bridge activities these may be in the evenings, or at weekends – and time off in lieu would be given when necessary.

The position can be 'home-based', though an initial 'induction' period of time working at the EBU offices in Aylesbury, will be required. Thereafter it would be expected that the MDO visit the Aylesbury offices on a regular basis to liaise with colleagues.

So as to enable the visiting of bridge clubs/bridge events, a full UK driving licence and your own vehicle is required. A payment for mileage undertaken will be made.

The salary will be in the region of £25,000 FTE plus pension benefits. Employment would begin on Monday 3rd September 2018, or as soon as possible thereafter.

To apply please send a CV and covering letter to EBU Office Manager, Karen Durrell – karend@ebu.co.uk – before midday on Monday 16th July 2018.