

Job description

Job title:	Senior Membership Manager
Salary:	£45k (FTE)
Contract:	Part-time 21 Hours per week
Location:	London
Start date:	ASAP but flexible depending on candidate

Nature and scope

The Independent Healthcare Providers Network (IHPN) is the membership organisation for independent healthcare providers across the UK. We bring together providers from across the sector, champion high-quality patient care, and work with governments, the NHS and partners to help the independent sector make a positive contribution to UK healthcare. Our vision is a thriving independent healthcare sector delivering outstanding care for both NHS and private patients.

Our members deliver a diverse range of services to NHS and private patients including acute care, primary care, community care, clinical home healthcare, mental health, and diagnostics across England, Scotland, Wales, and Northern Ireland. IHPN's work programme covers a similarly diverse range of topics from: supporting providers to achieve net zero; working on the contribution of the independent sector to NHS services; understanding the impact of key legislation such as the Employment Rights Act; developing a sector wide approach to share and learn from patient safety incidents; supporting the development of medical governance oversight frameworks; and much more. IHPN is both output and delivery focussed, and our work reflects this.

The Membership Manager will play a pivotal role in ensuring IHPN continues to deliver an outstanding experience for members and commercial associates, maintaining and improving our high Net Promoter Score. Reporting to the Director of Communications and working closely with the Head of Business Services, the postholder will be a self-starter, leading the organisation's membership engagement strategy, oversee the full membership lifecycle, and ensure that IHPN maximises the value and impact of its relationships with members.

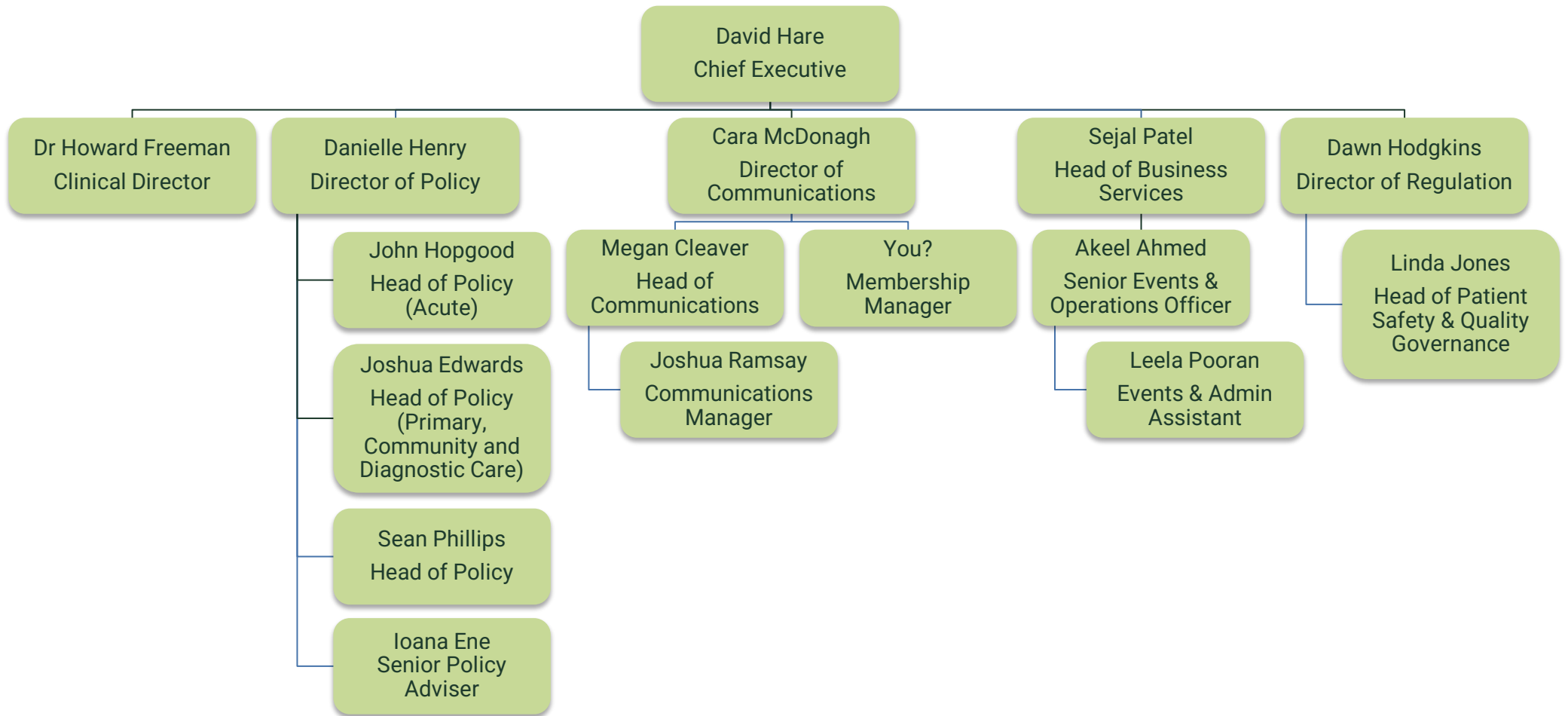
The role combines relationship management, engagement, marketing, data analysis and operational delivery. The successful candidate will be responsible for developing and implementing strategies to improve member engagement, retention and satisfaction, while ensuring robust systems and processes are in place to support membership management across the organisation.

Purpose

To lead and continuously improve IHPN's membership and commercial associate programmes, ensuring members receive excellent support and value throughout their engagement with the organisation.

The postholder will oversee the full membership lifecycle, from onboarding and engagement through to retention and renewals, using data and insight to strengthen relationships, identify opportunities and demonstrate impact. They will also support colleagues across the organisation to effectively capture and utilise membership engagement information, ensuring IHPN has a comprehensive understanding of member needs, interests and activity.

Structure chart



Accountabilities

Membership Strategy and Engagement

- Lead the development and delivery of IHPN's membership engagement strategy.
- Develop initiatives to increase member engagement, satisfaction, retention and advocacy.
- Build strong relationships with members and act as a key point of contact for membership-related matters.
- Ensure members are aware of and engaged with the full range of IHPN activities, services and benefits.
- Identify members that may require additional support or engagement and develop plans to strengthen relationships.
- Support the organisation in delivering a high-quality member experience at every touchpoint.
- Produce and maintain membership communications materials including the joining process and other promotional membership materials.

Membership Lifecycle Management

- Manage the full membership lifecycle including recruitment, onboarding, engagement, retention and support the renewals process.
- Work closely with the Head of Business Services on membership renewals and membership administration.
- Develop and maintain onboarding processes that ensure new members quickly realise value from their membership.
- Monitor membership trends and recommend actions to improve retention and growth.

Commercial Associate Programme

- Oversee the day-to-day management and development of IHPN's commercial associate programme, ensuring we have the right commercial associates in membership.
- Ensure commercial associates receive value from their engagement with IHPN and have opportunities to participate appropriately in relevant activities.
- Identify opportunities to strengthen commercial associate engagement and retention.
- Produce and maintain commercial associate communications materials including the joining process and other promotional membership materials.
- Ensure key contacts are updated and maintained.

Data, Insight and Reporting

- Act as the organisational lead for membership engagement data and reporting.
- Use HubSpot to monitor member interactions, engagement levels and organisational relationships.
- Produce regular reports and dashboards on membership trends, engagement, retention and satisfaction.
- Identify highly engaged, moderately engaged and at-risk members and recommend appropriate engagement plans.
- Provide insight and analysis to support strategic decision-making and demonstrate member value.

CRM and Systems

- Act as the business lead for HubSpot membership functionality.
- Promote consistent and effective use of HubSpot across the organisation.
- Support colleagues to capture member interactions and engagement activity accurately.
- Work with external suppliers and internal stakeholders to continually improve CRM functionality and reporting capabilities.
- Ensure membership data is accurate, up to date and compliant with relevant data protection requirements.

Relationship Management and Member Intelligence

- Coordinate member visits, and other engagement activities across the organisation to support retention.
- Develop mechanisms for gathering member feedback and identifying emerging issues.
- Ensure intelligence gathered through member engagement is shared effectively across the organisation.
- Support colleagues to build stronger relationships with members and stakeholders.

General

- Contribute to organisational planning and reporting.
 - Undertake administrative tasks as needed
 - Undertake any other duties commensurate with the responsibilities of the role.
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KNOWLEDGE, SKILLS AND EXPERIENCE

We have provided an outline of the essential and desirable criteria for this role below. However, it is more important to us to find the right person with the right mindset who exhibits IHPN values in day-to-day delivery rather than someone with a very specific set of previous experiences. So, we would really encourage you to apply or get in touch for a conversation if you:

- Are a people person – you are excited to put your people skills to work on elevating the member experience/member journey and providing a personal service at scale.
- Feel confident you can help us get the CRM set up and ongoing delivery right – we need someone who understands the strategic value of getting the basics/details right in CRM and this is more important than years of CRM data entry experience.
- Are just as happy to pick up the phone as well as automate/streamline where appropriate.
- Understand that the role is not just about the admin/process but about building a proactive, membership focused, customer experience approach.
- You are organised, and comfortable using a range of products with a good attention to detail.

IHPN values are:

- We put members first.
- We are responsive and proactive.
- We act with integrity.
- We are ambitious to improve.
- We care about each other.

Essential

- Experience of working in a membership, stakeholder engagement or customer relationship management role.
- Experience of working in a membership organisation, trade association or professional body.
- Experience of developing and delivering member engagement, retention or relationship management strategies.
- Strong working knowledge of HubSpot or a comparable CRM platform.
- Experience of analysing engagement data and producing meaningful reports and insights.
- Excellent communication and interpersonal skills, with the ability to build relationships at all levels.
- Strong organisational and project management skills.
- Experience of developing and improving operational processes.
- Ability to work independently, take initiative and manage competing priorities.
- Strong attention to detail and commitment to data quality.
- Confident using data and evidence to inform decision-making.
- A proactive, self-starting approach with a focus on continuous improvement.

Desirable

- Experience of membership marketing, customer success or audience engagement.
- Experience of managing onboarding and retention programmes.
- Experience of using HubSpot reporting, workflows and automation tools.
- Understanding of the health, healthcare or public policy environment.
- Educated to degree level or equivalent experience.