



Vacancy

Member Engagement Manager

About us

We are a premier racquets and lifestyle members' club set in 14 acres of beautiful grounds in the heart of Birmingham with a vision to deliver exceptional membership experience which promotes racquet sport and wellbeing.

What you'll be doing!

You will design, organise and manage a programme of member engagement activities, (including all digital communications, journeys and events), delivering exceptional experiences at every touchpoint.

This role will be required to think and walk in the shoes of the member, both digitally and experientially, and collaborate with colleagues to ensure we tell the club's story in innovative ways, exceeding members' expectations.

Key Tasks

- Develop and manage the delivery of the prospective member journey in line with the club's member recruitment strategy from the moment of awareness through to enquiry, tour, sign up and welcome, ensuring the website and all automated email, text content and literature is evaluated and updated.
- Develop and manage delivery of the new member journey, ensuring automated emails, texts and notifications are evaluated and updated, using the CRM to customise the experience for each new member and ensuring mechanisms are in place to help new members achieve their goals.
- Manage delivery of the club's communication plan with members, to include the social media calendar, Member App, e-newsletters, website, CRM notifications and on-site noticeboards (static and electronic), working with the Head of Experience and key departments as needed by to curate and create digital content for all communication platforms.
- Work with departments and the Bar and Bistro team to design, promote and deliver a programme of member events that deepen member engagement with the club.

Who we are looking for

To be a successful Member Engagement Manager you will need to have

- The ability to think and walk in the member's shoes anticipating their needs and making an exceptional user experience your number one priority
- The ability to inspire your team and collaborate with colleagues to deliver exceptional experiences at every touchpoint.

- Someone with proven experience in the design and delivery of customer-centric journeys and experiential events.
- The ability to work across digital, print and experiential elements, to develop effective and inspiring events and experiences.
- Excellent written and visual communication skills with an instinct for stories
- Confidence in using CRM systems to manage customer experiences and design software

What we offer you!

- An opportunity to work in a premier racquets and lifestyle club
- A supportive environment which will help you grow your skills and experience
- Annual Salary from £30k
- 28 days holiday
- Free use of all the club's sporting facilities, pools and fitness suite
- Free car parking
- Discount on meals

OUR PRINCIPLES

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- We act with integrity
- We will be honest
- We maintain a healthy & safe working environment
- We value our members
- We provide excellent service
- We act in the best interest of the club
- We will be accountable
- We will support each other

The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job. (A full Job Description is available upon request.)

If you would like to be considered for this opportunity to develop your career with Edgbaston Priory Club and feel that you can offer the skills, experience, flexibility and qualities that we are looking for, please apply in writing requesting an application form, to: **Julie O'Hare, Head of Experience at julie.ohare@edgbastonpriory.com**

Commitment to Safeguarding

Edgbaston Priory Club acknowledges the duty of care to safeguard and promote the welfare of children and vulnerable adults. The Club is committed to ensuring safeguarding practices reflects statutory responsibilities, government guidance and complies with best practise and local authority requirements.

Don't hesitate - show us how your passion, drive and personality are the perfect fit to deliver exceptional experiences for our members!