

**Candidate Information Pack**

**Director of Membership**

**Please find enclosed:**

## Background Briefing

## Job Description and Person Specification

* Application Form
* Timetable

**For background information on ACF go to**

www.acf.org.uk

The **closing date for applications is 10am on 23 April 2018**. Please send applications to ACF@allysondavies-consultant.com

For further information contact: Allyson Davies on 0207 828 3855, or 0796 855 6154, or email ACF@allysondavies-consultant.com

**DIRECTOR OF MEMBERSHIP**

**Why join us?**

Are you passionate about foundations and charitable funders? Do you want to use your expertise to drive and support social good? Are you a consummate networker and relationship builder, with strong project management and marketing skills? If so then you might be the right person to join us on an exciting journey to become a world-class membership organisation.

ACF is the membership body for UK foundations and grant-making charities. Driven by a belief that foundations are a vital source for social good, our mission is to support them to be ambitious and effective in the way that they use their resources. We do this through the provision of policy and advocacy, research and information, and a wide-ranging programme of events and learning. Our 350 members collectively hold assets of around £50bn and give over £2.5bn annually.

One year into a new strategy under a new Chief Executive, ACF has ambitious plans to strengthen our policy voice on behalf of foundations, to develop our thought leadership, deliver ever-more value to our members and to stimulate a conversation, backed up by resources and support, that articulates excellent foundation practice and raises standards across the foundation community for the achievement of greater social good.

This is an exciting time to join the ACF leadership team as Director of Membership. The role is integral to our new strategy with its focus on supporting, connecting and inspiring our members in their pursuit of social good. Over the next year, the Director of Membership will have the opportunity to review ACF’s services to members, ensuring that its membership offer is world class – relevant, high quality and affordable – and contributing to the financial sustainability of ACF.

**More about membership development**

ACF has an ambitious vision to become a world-class membership body. We are already well on the way, offering our members a range of services and support, which include;

* A programme of events, conferences and activities, including a range of networks led by expert volunteer convenors drawn from our membership
* A professional development programme on all aspects of foundation-specific practice
* Provision of information and advice
* A small but growing number of digital services, including webinars and videos
* The Stronger Foundations initiative - a sector-wide conversation about what excellent foundation practice looks like, with six cross-cutting themes, each taken forward by member-led working groups, with input from beneficiaries and other stakeholders
* Secretariat services – provided by ACF on a fee-per-service basis to provide additional support to three groups of foundations: the Woburn Place Collaborative of social justice funders, the FIRM network of Finance Directors of large foundations, and (from September 2018) the Social Impact Investing Group of foundations
* Developing new mentoring, shadowing and peer support opportunities.

Another important way in which ACF supports members is through collaborations and partnerships that support members to be ambitious and effective in the way they use their resources. These currently include:

* Work with EVPA on developing a programme to support venture philanthropy
* The Finance in Grantmaking network run in collaboration with Charity Finance Group

This new role will take these services and collaborations to the next level by strategically reviewing our membership offer in the light of our new strategy and objectives, making recommendations for improvements and new services.

**About the role**

This key role is critical to the success of achieving ACF’s new strategic objectives. Driven by our belief that foundations are a vital source for social good, we want to play a greater role in:-

* Supporting foundations to achieve their charitable objectives
* Advocating on behalf of foundations for an enabling policy, legislative and operating environment
* Connecting foundations to people, organisations, governments and movements relevant to their work
* Inspiring foundations to be ambitious and effective in the way that they use their resources for social good

In order to support members over the longer term ACF needs to thrive and be sustainable.

The purpose of the Director of Membership role is to ensure that ACF’s services provide excellent value to a growing membership in pursuit of these ambitions.

**The person**

The Director of Membership will be a member of ACF’s executive leadership team, responsible for championing the needs of members at every point in ACF’s development and taking a strategic lead on ACF’s relationships with its members. An outstanding networker and experienced manager, the Director of Membership will possess strong intellectual and analytical skills honed in a field analogous to that of ACF. They will combine an understanding of the big picture with a relentless focus on getting the detail right, strong marketing skills, commercial acumen and outstanding customer focus. They will take the initiative in developing ACF’s membership offer and new commercial partner programme and be confident but diplomatic when engaging with members and external stakeholders.

**Salary and hours**

Salary: £52,000, plus 10% pension contributions and staff travel card loan on successful completion of probation.

Hours: 35 hours per week

Contract type:Permanent, full time

Location: Kings Cross, London (ACF is due to relocate within central London in 2018-20)

**Job Description**

**Job title:** **Director of Membership**

**Responsible to:** Chief Executive

**Line management of:**  - Senior Membership Manager

* Head of Learning & Events (who manages:
  + Events & Office Administrator; and
  + Northern Ireland Development Officer)
* SIIG & Finance Networks Officer (TBC)
* Corporate Relations Officer (to be recruited)

**Overview**

The Director of Membership is the strategic lead for ensuring that ACF’s services provide excellent value to a growing membership and that they support foundations to be ambitious and effective in the way that they use their resources for social good.

**Organisational strategy and leadership**

Working as part of the executive leadership team to:

* develop the strategies, culture and values that will deliver ACF’s mission and charitable objectives
* understand and anticipate the collective and emerging needs of foundations and ensure that ACF is well-placed to meet these
* identify and develop new and ongoing income streams and funding to ensure that the organisation is financially self-sustaining
* deliver innovative and creative continuous improvement of systems
* nurture and develop ACF’s staff team and support them in delivering a new strategic vision

Ensure that ACF’s strategy and operations are informed by a deep understanding of the diverse needs and circumstances of its membership.

Lead the membership team to ensure that ACF’s offer to members is world class – relevant, creative, high quality and affordable - inspiring foundations to be ambitious and effective in the way they use their resources for social good.

Strategic lead for ACF’s communication with members and acting as a first port of call for all issues relating to membership, developing and supporting the work of others in the ACF team.

Contribute to the budgeting process and the sustainability of ACF, adopting an enterprising and commercial focus.

**Member relationships**

Take responsibility for building positive, sustainable relationships with members, ensuring that their needs are fully understood, and developing our links with regional and national networks of grant-makers and funders.

Ensure that ACF has effective systems to track, assess and report on membership satisfaction and needs, including, undertaking a review of ACF’s CRM system and making recommendations on improvements or renewal.

Improve the data that ACF holds about its membership and carry out research that supports our policy work and development of strategy.

Lead on member acquisition and retention strategies, including developing and ensuring the delivery of a consistently high quality level and affordable package of services for members.

Work with the Senior Team to represent ACF in external conversations about foundations, positioning ACF at the forefront of discussions concerning foundations and keeping abreast of developments which may impact ACF’s programmes and/or be relevant to members.

Maintain an awareness of external initiatives and consider the potential for collaboration and partnerships in order to maximise the value of ACF’s membership offer.

**Membership services & communication**

Review, develop and oversee the delivery of ACF’s current services to members, to improve their targeting, reach, attractiveness and value for money, as well as their contribution to ACF’s sustainability.

Working with the Director of Resources and the Head of Learning & Events, lead on the development of digital services to members so that they add significant value to ACF’s membership offer, particularly to those members who are not able to attend meetings very frequently.

Strategic lead for ensuring that members are a primary audience in ACF’s communication plans, and that members receive relevant and informative content in a timely manner.

Continue and build on ACF’s reputation for outstanding customer service by building on and continually improving ACF’s systems and culture.

Strategic lead for developing an inspirational programme of activities for members that showcases thought leadership in our sector from the UK and globally

**Membership recruitment, retention and engagement**

Oversee the development and implementation of a five year plan to achieve ACF’s membership strategy – including recruitment, retention and engagement, based on ACF’s membership strategy review.

Review ACF’s membership criteria and structure and ensure it is fit for purpose, easy to implement, and takes account of the evolving foundation sector.

Work with the Senior Membership Manager to continue to implement the member recruitment strategy, developing targets for membership growth, retention and satisfaction and systems to track and report on this data.

Oversee the membership application process carried out by the Senior Membership Manager and liaise with Officers where their decision is needed.

**Official partner programme**

Continue the implementation of ACF’s official partner programme, developing our systems for managing and meeting the contractual agreements with our new official partners, and working with the Director of External Affairs and CEO to implement the next phase of the partnership programme.

Senior point of contact for relationships with official partners – ensuring that contracts are delivered and partnerships add value to ACF, its members and the partners.

**Resource management**

Take lead responsibility for managing line reports and setting annual objectives that deliver the organisational strategy.

Work with the Director of Resources and other Senior Team members to ensure that ACF’s finances are well managed and that budgets are set and reported on regularly.

**Other**

Ensure that the principles of equality and valuing diversity underpin the execution of the responsibilities and tasks described above.

Haveregard to environmental good practice in all areas of the work.

Undertake any other duties in support of ACF’s work as may reasonably be required.

**Person specification**

|  |  |  |
| --- | --- | --- |
| **Knowledge, skills and experience** | **Essential** | **Desirable** |
| Curiosity about and empathy with foundations, with a desire to enhance the effectiveness of the sector for social good | **Y** |  |
| Consummate networking and relationship building skills, diplomatic, with an ability to engage effectively with a wide variety of stakeholders at all levels | **Y** |  |
| Strong intellectual and analytical skills in a field analagous to that of ACF | **Y** |  |
| Ability to combine an understanding of the big picture and a relentless focus on getting the detail right | **Y** |  |
| Able to thrive under pressure, with the drive and determination to keep lots of plates in the air without losing focus on the important issues | **Y** |  |
| Strong leadership and management skills with experience of leading a motivated and productive team | **Y** |  |
| Commercial and financial acumen with evidence of the ability to develop products and services that are both profitable and meet members needs, and to set and manage budgets effectively | **Y** |  |
| Strong marketing skills including a flair for copywriting and eye for design | **Y** |  |
| Outstanding customer focus | **Y** |  |
| Project management | **Y** |  |
| Commitment to implementing equality and diversity policies, empathy for and commitment to ACF’s aims and core values, and to being environmentally friendly | **Y** |  |
| Highly developed sense of personal integrity with respect for others | **Y** |  |
| Experience of working in a membership organisation or similar |  | **Y** |
| Knowledge of the issues and policy environment affecting the foundation sector – including an understanding of grant-making, social investment and endowment strategy. |  | **Y** |

**The Recruitment Process**

## Timetable

|  |  |
| --- | --- |
| Deadline for applications | 23 April 2018, at 10am |
| Screening Interviews | 27, 30 April and 1 May |
| Panel interviews | 8 May |
| Final Interview (if required) | 11 May |
| Decision made & successful candidate notified | Mid May |

## To Apply

If you would like to apply for this role, please complete the Application Form on the next page, and the Equal Opportunities Monitoring Form (downloaded from [this link](http://www.allysondavies-consultant.com/wp-content/uploads/2015/06/Equal_Opportunities_Monitoring_Form.doc)), plus attach a CV outlining your career to date, with any academic and professional qualifications.

Please send these three documents, **by 10am, on 23 April 2018**, to Allyson Davies at

ACF@allysondavies-consultant.com

**Information**

If you require any further information or you would like to discuss anything in more detail, please contact Allyson Davies at the above email, or call 020 7828 3855 or 0796 855 6164.

**Application Form**

**Director of Membership**

Please complete this Application Form [**delete the preceding pages**] and [Equal Opportunities Monitoring Form](http://www.allysondavies-consultant.com/wp-content/uploads/2015/06/Equal_Opportunities_Monitoring_Form.doc), **and** attach a CV outlining your career to date, including any academic and professional qualifications. Send your application by **10am on Monday 23 April, 2018**, to [ACF@allysondavies-consultant.com](mailto:ACF@allysondavies-consultant.com).

If you require any further information or you would like to discuss anything in more detail, please contact Allyson Davies at [ACF@allysondavies-consultant.com](mailto:ACF@allysondavies-consultant.com), or on 020 7828 3855 / 07968 556 164.

|  |  |
| --- | --- |
| Full name |  |
| Address |  |
| Mobile phone |  |
| Home phone |  |
| Email |  |
| How did you hear of this post? |  |
| Are you eligible to work in the UK? |  |

Please give details of two professional referees: your current or most recent employer, and a previous employer:

|  |  |  |
| --- | --- | --- |
| **Details required** | **Referee One** | **Referee Two** |
| Name |  |  |
| Professional relationship to you |  |  |
| Telephone |  |  |
| Email |  |  |
| Ok to approach? |  |  |

Please give details of your current income and benefits details:

|  |  |
| --- | --- |
| Basic Annual Salary |  |
| Annual leave entitlement |  |
| Employer’s pension contribution |  |
| Employee’s pension contribution |  |
| Any other benefits |  |
| Notice required |  |

**On no more than two pages, please state:**

1. Why you would like to be Director of Membership at ACF.
2. The experience and skills you can bring to this role in relation to the job description and person specification.

**Declaration**I declare that the information that I have provided on this form is true and accurate, and in particular that I have not omitted any fact which may have a bearing on my application. I understand that any subsequent contract of employment with the ACF will be made on the basis of the information I have provided. I understand that a false declaration, which results in my appointment to ACF, will render me liable to dismissal without notice. I also understand that submitting this form electronically is equivalent to a signed declaration.

**Signature** [type your name]:

**Date:**