



## **Membership Experience Executive**

**Location:** C4Di @TheDock, 31-38 Queen Street, Hull, HU1 1UU/hybrid by arrangement

**Contract:** Part-time (22.5 hours per week)

**Salary band:** £27-£32k FTE (pro-rata, depending on experience)

**Reporting line:** Reports to Head of Partnerships & Place. Works closely with Head of Marketing & Communications and the wider team.

## **The Organisation**

Future Humber is the place leadership organisation for Humber, bringing together ambitious businesses, anchor institutions, investors, local authorities and education partners behind a shared vision for the region's future.

We exist to build reputation, influence and confidence in Humber, nationally and internationally, positioning the region as one of the UK's most important places for clean growth, advanced manufacturing, global trade, food and agriculture, innovation and skills.

As the UK's Energy Estuary and a globally significant centre for energy, industry and infrastructure, Humber is demonstrating how a place can drive productivity, resilience and long-term economic growth, while supporting the transition of major industries and supply chains.

Future Humber acts as the engine room for collective action across Humber. Through our Principal and Major Partners, Bondholder network, campaigns, events and partnerships, we convene decision-makers, shape narratives, and create platforms that unlock investment, attract and retain talent, and accelerate opportunity.

Humber is a place defined by determination, ingenuity and authenticity - a region that consistently finds new ways to turn challenge into opportunity and ambition into action.



Everything we do is rooted in Place, telling a confident, credible and joined-up story about Humber, and translating that story into practical outcomes for businesses, people and communities.

### **What we offer**

A unique working environment:

Our office is based in C4DI, one of the region's most sought-after collaborative workspaces, located in the heart of Hull's business community. The environment brings together entrepreneurs, innovators and businesses, creating an energising and well-connected place to work.

Flexible and hybrid working:

We support a hybrid and flexible approach to work that recognises the importance of balance while ensuring the team can collaborate effectively.

A purpose-led organisation:

Everything we do is focused on promoting Humber and supporting its long-term success. The role offers the opportunity to contribute to meaningful work that benefits businesses, communities and the wider regional economy.

Commitment to sustainability, EDIB and wellbeing:

Future Humber is committed to operating responsibly and creating an inclusive and supportive working environment. Sustainability, equality, diversity, inclusion and belonging (EDIB), and mental health and wellbeing are important priorities within our organisation and how we work together as a team.

### **Role Summary**

The Membership Experience Executive plays a pivotal role in delivering an outstanding, consistent and value-driven Bondholder experience. Acting as a central coordinator of the membership journey, the role ensures every interaction reinforces the value of being part of Future Humber.

With responsibility for membership communications, CRM integrity, data quality and insight generation, the postholder ensures Bondholder members feel informed, connected and actively engaged in our work. By maintaining high

standards of CRM discipline and using data to inform decisions, the role supports retention, growth and continuous improvement across the membership experience.

Working closely with the Head of Partnerships & Place and the Head of Marketing & Communications, the Membership Experience Executive helps align membership engagement with our wider place narrative, partnership strategy and communications activity, ensuring a seamless and joined-up experience for our members.

### **Why this role exists**

As Future Humber grows its Bondholder network and strategic partnerships, we need consistent, proactive ownership of the membership journey. This new supporting role ensures no member interaction lacks follow-up, no insight goes unused, and no opportunity to strengthen engagement is missed. It protects retention, strengthens advocacy and improves the clarity of our membership value.

### **Key Responsibilities**

#### Membership Experience & Customer Journey

- Lead the coordination of Bondholder onboarding, ensuring a welcoming and seamless introduction to membership
- Act as the central coordinator for all membership touchpoints, ensuring a consistent and high-quality member experience
- Proactively gather, analyse and respond to member feedback to drive continuous improvement
- Support the clear articulation and communication of membership value and benefits
- Raise and manage membership renewal invoices, ensuring timely and accurate billing for existing members
- Generate and process invoices for new members, maintaining accurate records and supporting smooth onboarding
- Support the Head of Place & Partnerships in the engagement of Principal and Major Partners, and take the lead on Business Partner engagement

## Membership Communications

- Coordinate and deliver targeted membership communications, including email campaigns and updates
- Ensure consistency of tone, messaging and brand voice across all membership communications
- Work collaboratively with colleagues to segment audiences and tailor messaging for maximum engagement

## CRM, Data & Insight

- Own CRM discipline and data integrity, ensuring every member record is accurate and up-to-date
- Take ownership of data quality, structure and integrity
- Monitor and collate engagement metrics, feedback and performance indicators
- Translate data into clear, accessible insights to demonstrate impact and inform decision-making

## Place (Shared Responsibility)

- Ensure membership communications reinforce and strengthen the Humber Place narrative
- Champion a sense of belonging, helping Bondholders feel part of a connected and collective Humber story

## Team & Organisational Support

- Contribute to reports, presentations and insight for boards and internal teams
- Support efficient systems, processes and ways of working to enhance team effectiveness

## **What Good Looks Like**

First 3-6 months

- Bondholder onboarding feels seamless and timely
- Membership communications are coordinated and well-segmented
- CRM is clean, structured and consistently up to date
- Clear visibility of engagement metrics and member activity
- Strong delivery of the Bondholder membership offer

By 12 months

- Improved engagement, recruitment of Bondholders (at Business Partner level) and retention indicators
- Clear insight into what members value most
- Strong alignment between membership activity and wider place narrative
- Recognised internally as the go-to person for membership insight and coordination

## **Person Specification**

Essential

- Demonstrated experience in membership, engagement, customer experience, or communications roles
- Exceptional attention to detail, with confidence working across data, CRM systems, and digital platforms
- Highly organised, with the ability to manage multiple priorities and deliver tasks through to completion
- Strong written and verbal communication skills, with the ability to engage a range of stakeholders
- Passion for continuously improving processes and enhancing the end-to-end member journey

## Desirable

- Experience working within a membership-based or place-based organisation
- Familiarity with CRM systems, including data management and reporting
- Demonstrated interest in impact measurement, value creation, and continuous improvement initiatives