

Job Information Pack

It is an exciting time to join British Weight Lifting – the National Governing Body responsible for weightlifting and para powerlifting. Our organisation is looking to expand and we currently have the following vacancy. We are looking forward to receiving applications from interested and appropriately qualified individuals.

Job Title: Membership and Club Engagement Manager

Location: Head Office, Leeds

Closing date: 7 May 2021

Interviews: Will be held via conference call

1st Floor Office Suite, St Ann's Mill, Kirkstall
Road, Leeds, West Yorkshire, LS5 3AE

T: 0113 224 9402

E: enquiries@britishweightlifting.org

www.britishweightlifting.org

About British Weight Lifting

As the UK's recognised Governing Body for weightlifting and para-powerlifting and our role is to inspire a nation of weight lifters and para-powerlifters through exceptional leadership and expertise.

We are responsible for the growth and success of weightlifting and para-powerlifting at every level. Our work sees us support a network of weight lifting bodies, clubs and gyms across the UK, as well as the thousands of people actively involved in Olympic and Paralympic weight lifting disciplines.

We strive to deliver exceptional training programmes, educational structures and competitions that create opportunities for individuals to participate and excel in our sport.

Our Mission

Our mission is to revolutionise the way our nation engages in weight lifting, para-powerlifting, weight bearing and training activities by creating opportunities for people of all ages and abilities to participate. We believe that we can play an important role in making weight lifting a part of everyday, and a means to tackle national inactivity. In doing so, we believe we can help create a healthier, happier and stronger nation.

Our 2016 to 2021 strategy outlines how we aim to achieve these goals. Our objectives are to:

- Increase national activity in weight lifting, bearing and training activities
- Promote inclusivity and diversity to create opportunities for people of all ages and abilities to easily get involved in the sport
- Become global leader in weightlifting, on and off the platform
- Maximise investment, partnerships and good governance to drive the growth of the sport

Our Values

The Board and employees of BWL are passionate about, and committed to, working to our set of values:



CARE



SHARE



DARE

Care maintain integrity and respectful relations with all our stakeholders, customers, partners, suppliers, BWL employees and communities

Share expertise, knowledge, passion, enjoyment and innovation

Dare to make a difference to solve problems and achieve goals that drive performance and the sport forwards in a collaborative manner

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Job Description

Job Title: Membership and Club Engagement Manager
Salary Range: £24,000 - £26,000
Location: Head Office (Leeds)
Responsible to: Head of Marketing and Communications

Main purpose of the Job:

To assist in the development and delivery of a new and more diverse membership package to increase overall membership numbers, in order to meet BWL membership revenue targets.

To improve engagement levels, increase retention rates and increase customer satisfaction with the membership base in order to assist in the successful delivery of the BWL operational plan and BWL strategy and achievement of Sport England targets.

The role is office based with some weekend travel and overnight stays to support the delivery of events.

Key Responsibilities:

- Develop and deliver a member content strategy by researching and generating value added content for members to be disseminated through a number of channels, eg member portal, newsletters, webinars etc.
- Ensure good governance levels in all affiliated clubs including areas of safeguarding, anti-doping, mental health, club structure, licensing criteria and provide high level support to clubs where required.
- Increase and improve communication with members through a variety of channels (working closely with the Marketing team).
- Identify and secure new member benefits.
- Develop and support a diverse membership community/network in order to attract and retain a more engaged membership base.
- Build positive relationships with members by creating innovative solutions and enhancing the membership experience by offering exceptional customer service.
- Undertake market research and analyse customer insight in order to ensure the membership package meets market demand and customer need.

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- Continuously monitor the effectiveness of plans and track progress against KPIs through thorough evaluation and reporting.
- Maintain a high-level awareness of the industry, market trends, associated organisations, products and services to facilitate the delivery of the BWL strategy.
- Support the wider business with any projects requested.
- Demonstrate commitment and behaviours in line with the BWL values.

Person Specification

The person specification describes the experience, qualifications, knowledge, skills and abilities that BWL are looking for.

Essential skills/experience are:

- At least two years' experience developing, engaging and co-ordinating a membership package.
- Understanding of the sport of Olympic Weightlifting
- Strong engagement and networking skills with an ability to build excellent relationships with a wide range of stakeholders
- Strong time management skills
- Self-starter with the ability to work autonomously and as part of a team
- Strong written skills to be able to develop sport specific member content
- Be able to generate and analyse data to develop the membership offering and increase membership numbers
- Strong knowledge in Microsoft Office products

Desirable skills/experience are:

- Experience of working for a national governing body.
- Experience using Adobe Office Suite (Photoshop and InDesign)
- Videography and video editing skills

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Salary and benefits

- The starting salary for the position will be circa £24,000-£26,000, depending on experience and qualifications. Salaries are reviewed each year in April.
- 26 days annual leave (which increase with length of service), plus statutory bank holidays.
- A company pension scheme.
- An annual bonus scheme.
- An Employee Assistance Programme – delivered by a third party organisation.

Commitment to Equality

BWL is a recognised equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of age, disability, gender reassignment, marriage and civil partnership, sexual orientation, pregnancy and maternity, race, religion, belief and gender.

Application and Selection Process

Application:

Please download and complete the application form from our website www.britishweightlifting.org and post it to: Sue Ward, British Weight Lifting, 1st Floor Office Suite, St Ann's Mill, Kirkstall Road, Leeds, West Yorkshire, LS5 3AE. Alternatively you can email it to sue.ward@britishweightlifting.org

Selection:

Shortlisting will take place as soon as possible once applications close. Please can you indicate clearly on your application form, a telephone number where you can be contacted during office hours (9.00am – 5.00pm). Successful applicants will be contacted via email with information relating to the interview time, location and format.

If you have not heard from us within two weeks of the closing date please assume that your application has been unsuccessful on this occasion.

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