



Head of Membership Development
Reports to: MD, Hammersmith & Fulham Circle CIC
Salary: £25,000-28,000 p.a. depending on experience
Full-Time Position

About Hammersmith & Fulham Circle

Hammersmith & Fulham Circle CIC is an innovative membership organisation that was designed by older people for older people to help its members stay sorted, connected and lead the life they want to lead. We provide members with a “neighbourly way to sort the everyday” in the form of on-demand, flexible help with life’s practical tasks such as DIY or gardening from vetted, local people called Neighbourhood Helpers. Members also have access to a local social network for pursuing their interests, companionship, and learning and teaching new skills.

Hammersmith & Fulham Circle (H&F Circle) was developed by Participle Ltd and is proud to receive support from Hammersmith & Fulham Council to serve the people of the Borough and establish a sustainable social enterprise.

About Participle

Participle’s vision is bold and ambitious. Its goal is not only to improve the lives of those who live in Britain, but also to develop new business models that can take the innovation to scale, whilst working with policy makers at the highest levels to develop the future of the ‘welfare state.’ The Participle team tackles the biggest issues society faces, working with and for the public to create future public services.

Participle launched the first ‘Circle’, Southwark Circle, in 2009 with the support of Southwark Council. Southwark Circle’s early success, innovative delivery model and unique value proposition have led to considerable regional and national interest, and to replication of the model in Hammersmith & Fulham.

Participle is now managing a growing national network of ‘Circles’. A small central team – ‘Circle HQ’ – coordinates activities (e.g. service design, marketing and web development) and shares best practice across Circles. In expanding the Circle model across the UK our objective is nothing short of changing the way we ‘age’ as a society.

About the Role

H&F Circle is a start-up social enterprise founded in June 2010 and you will be joining a small, entrepreneurial team with big ambitions at the start of this journey.

Reporting to the Managing Director, the Head of Membership Development will:

- Lead on outreach to current and prospective members and be in regular contact via phone, email and in-person visits to ensure member satisfaction and service uptake.
- Manage member communications, including key monthly communications to members both online and offline.
- Develop and implement local marketing initiatives with the support of Circle HQ, including online, promotions, outreach, affiliates and through delivery partners.
- Design compelling tailored and new propositions to members for the practical and social components of the service with the support of Circle HQ.
- Contribute to the development of acquisition routes for new members, where appropriate, and share the insights with other Circles.
- Work in partnership with corporate, government, third sector organisations and other Circles.

You will also in the course of normal activities:

- Help with the day-to-day running of H&F Circle.
- Answer inbound calls and any questions posed by the caller regarding the service and/or pass them or their details to another member of the team to deal with appropriately.
- Record members' requests for services and input details on the CRM system, handing over requests to the Head of Operations and/or Community Coordinators, where appropriate.
- Provide support within the H&F Circle community by undertaking introductory visits to new members and Helpers.
- Promote H&F Circle to potential members by attending groups and manning stands at events.

About You

People would describe you as a doer. You are outgoing and a master social engineer - you can talk to and get on with anybody. Ideally you have worked with older people. No specific experience with community building, service design, or in social marketing is required, though any of those would be useful.

You are comfortable in a fast-paced, start-up environment. You are ready to be a key player in an innovative, new social venture with national aspirations

and a lot riding on it. As we grow, your role will evolve. You are flexible and relish the chance to take on new tasks and responsibilities.

You will demonstrate the following competencies:

- **Member engagement and relations** – you must be able to gain the trust of people, to ‘get on their level’, to understand their needs and desires. You are an excellent communicator able to invite members to join this innovative service and make the most of their membership. You are committed to the delivery of a high-quality service.
- **Marketing and promotional skills** – you have excellent marketing skills and can effectively promote the unique elements of the service to members both online and offline. You have experience in developing creative and fun ways to engage members.
- **New service development** – you can spot new opportunities by listening carefully to members and analysing usage reports from our CRM system. You have experience in working with other teams to turn your insights into new services that keep member satisfaction high and expand the business.
- **Time management** - you are highly organised and motivated, with proven ability to juggle a range of tasks with tight deadlines, whilst remaining calm under pressure.
- **Entrepreneurial ambition** - you understand the spirit of social entrepreneurship, with an absolute focus on the delivery of workable solutions that make a social difference. You empathise with our members’ needs and aspirations, using our resources to support them.

H&F Circle CIC is an equal opportunity employer. At the current time, we can only accept candidates who are able to work legally in the UK. This appointment is subject to an enhanced CRB check.

Application deadline: 12 noon, 28 July 2010

Interview dates: 5 - 10 August 2010

Start date: September 2010

Please send CV and cover letter to Laura Dowson at careers@hfcircle.org.uk