

Role Profile: Membership Secretary of West Ham United Supporters' Club

Position Summary:

The Membership Secretary of West Ham United Supporters' Club is a key role for overseeing the club's membership process, including applications, renewals, and membership communications.

Key Responsibilities

1. Membership Administration

- Process new membership applications, ensuring all necessary documentation is accurate and complete.
- Oversee membership renewals, sending reminders and handling enquiries.
- Maintain and update the membership database with accurate records, including member contact information and membership status.

2. Member Engagement and Communication

- Serve as a primary contact for membership enquiries, promptly and professionally addressing questions regarding membership of the club.
- Welcome new members with a consistent process, providing them with relevant information.
- Work with the Committee to create and distribute newsletters, event invitations, and other club updates, as necessary.

3. Member Retention and Feedback

- Track membership engagement trends and report findings to the Committee, identifying opportunities for increased engagement.
- Organise new member introductions.

4. Billing and Dues Management

- Manage membership fee records ensuring accurate records of fees due and payments received.
- Work with the Treasurer to track outstanding dues and follow up with members as needed.
- Prepare reports on membership revenue for presentation to the Committee if required.

5. Membership Growth and Outreach

- Assist in developing strategies to attract and retain members.
- Collaborate with the Committee to create promotional materials targeting prospective members.

6. Data and Record Keeping

- Maintain secure and confidential record of all members.
- Ensure membership records comply with GDPR policies and club standards.
- Provide reports on membership metrics, including retention rates, demographics as and when required by the Committee.

Qualification and Skills

- **Experience:** Prior experience in a membership-based organisation, customer service or administrative role, experience with CRM or membership management software would be advantageous.
 - **Skills:** Excellent interpersonal and communication skills, with a strong service orientation.
 - Detailed oriented with strong organisational skills with the ability to manage multiple tasks.
 - Proficiency in office software (e.g. Microsoft Office Suite) and database management.
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- **Attributes:** Friendly, approachable, and professional demur.
 - Ability to work both independently and as part of a team.
 - Comfortable handling confidential information and member data.

Key Competencies

- **Integrity and Confidentiality:** Maintains high ethical standards, respects confidentiality, and protects member information.
- **Time Management:** Demonstrates excellent time management abilities, with the flexibility to attend Committee meetings, AGM's, and club events.
- **Commitment to Accuracy:** Committed to producing clear, detailed and error free documentation.
- **Governance Knowledge:** Familiar with organisational governance, the club's Constitution, and compliance requirements, with a dedication to supporting good governance practices.

Time Commitment

The Membership Secretary role requires someone who is organised, personable, and passionate about enhancing member experience.

The Membership Secretary plays a critical role in fostering a welcoming and vibrant club community, ensuring that members feel valued.

Last updated: 24/02/25