

**Design Business Association**  
35-39 Old Street London EC1V 9HX

Tel +44 (0) 20 7251 9229 [enquiries@dba.org.uk](mailto:enquiries@dba.org.uk)  
Fax +44 (0) 20 7251 9221 [www.dba.org.uk](http://www.dba.org.uk)

# Membership Manager

**dba**

---

# Membership Manager

## **The Design Business Association (DBA)**

Founded in 1986, the Design Business Association is the trade association for all those working in the field of design, supporting them and championing the transformative power of design. Our membership consists of 450 design consultancies and design-driven businesses, including many of the brightest and most respected names. We work to build universal confidence in design investment and promote the power of effective design. The bridge between design and business, the DBA is committed to promoting the use of design at a strategic level to solve business and societal problems.

A key part of the DBA's role is to represent the design industry in the wider world - in particular, in its dealings with government and the media. Whatever the issue, it's our job to ensure that our members' collective voice is heard.

## **The role and responsibilities**

Working in an exciting and dynamic industry, with inspiring and market-leading design professionals, it will be your job, along with the Head of Services, to grow the membership base of the DBA. Together, you will be responsible for both developing and following up on leads and converting these into new members, and for servicing and retaining existing members through their engagement with our products and services.

You will work closely and collaboratively with the marketing and communications team, aligning new member pipeline and lead generation activity with DBA marketing and communications activity (and they vice versa). You will help facilitate the gathering of data and the development of actionable insights into the DBA's customer base that both help to support your recruitment sales work and the development of improved member products and services.

You'll maintain regular contact with members, including face-to-face meetings and be available to travel across the UK. You will ensure that monthly and annual member recruitment/retention targets are met and reported accurately.

You'll have superb new business development and account management skills, with an ability to nurture genuine relationships with current and future members. You'll foster a deep culture of engagement and collaboration between the DBA and its members. You will facilitate the DBA's understanding of the business objectives and characteristics of member segments and will interact with members to continuously obtain feedback on the quality of products, service levels and overall satisfaction.

You'll need excellent communication skills, with the ability to understand and proactively identify member needs and effectively communicate them internally. You will be organised, resourceful and detail-oriented with the ability to manage multiple work streams simultaneously and will possess the initiative to find solutions independently. You will need a strong understanding of CRM / Member database systems and have experience in managing a large membership with diverse priorities.

## **Key tasks**

- Support the Head of Services to deliver the DBA's membership revenue budget targets.
- Plan and implement recruitment activities and campaigns targeted at increasing membership and retention rates.
- Increase usage of services and products from existing and potential new members.
- Work with the marketing and communications team to develop and implement marketing and sales strategies that drive service use, feed the sales pipeline and maximise membership revenue.

- 
- Field enquiries from potential and existing members; explaining the benefits of membership, sharing or signposting relevant information and putting them in touch with other DBA colleagues as required.
  - Work with the Head of Services and the communications marketing team to ensure the quality and impact of DBA products and services are continuously monitored, maintained and developed.
  - Collaborate with your DBA colleagues to research, develop, manage and implement DBA member services that are engaging, relevant, user-friendly, of value and provide tangible benefit to members.
  - Source and recruit appropriate DBA Experts and evolve/manage the suite of member partnerships in place (e.g. discounted insurance, member helplines).
  - Manage and develop the content and tools available online via the “Members’ Area” section of the DBA website (dba.org.uk and dbadirectory.org.uk).
  - Have a detailed understanding of the membership database (Integra) and related DBA Directory. Ensure that data integrity is maintained and seek/action opportunities to make the best use of various sources of member data.
  - The DBA is a small organisation, so the Membership Manager will need to be flexible to take on additional tasks as required.

### **Skills and expertise needed**

- Knowledge of how a membership organisation or sector body operates.
- Wide range of influencing skills and the ability to present and communicate across all levels.
- Proactive and self-managing, enthusiastic, energetic and self-motivated.
- High level of customer orientation and with the ability to develop strong relationships with a wide variety of stakeholders.
- Able to work at a fast pace and under pressure, with strong attention to detail.

### **Key details**

Salary: Up to £32k per annum

Contract type: Full time, permanent

Reporting to: Head of Services

Based at: Design Business Association, 35-39 Old Street, London EC1V 9HX

Holiday: 25 days per annum pro rata

Please email [sally.lukins@dba.org.uk](mailto:sally.lukins@dba.org.uk) with a CV and cover letter detailing how you meet the requirements of the post. CVs without a cover letter will not be reviewed.