

Job Description: Director of Membership

Reports to: Chief Executive

Directorate: Membership

Grade: Grade 10

Responsible for:

- Governance, Administrative & Secretarial support for the LGA
- PGOs
- LGA Strategy
- Preparing for LGR
- Regional relationships
- International relationships
- Identification of candidates to deliver peer reviews
- Membership offer and SRM

Job Purpose:

As the Director of Membership, you will facilitate, lead and deliver initiatives and projects for membership that require strategic organisational design, collaboration across other directorates and engagement with the membership to secure buy-in and support. This requires a cultural transformation within the membership directorate and out across the membership network.

Core Accountabilities:

As the Director of Membership, your responsibilities will be as follows:

1. Own the core relationship with the organisation's members and membership.
2. Responsible for the development and ownership of LGA's strategy, engagement with members and understanding the needs of local authorities through PGOs and Regional relationship managers. Surface known (i.e. LGR) and emergent sector challenges.
3. Central hub of governance, administrative and secretarial support for the LGA
4. Working with Local Authorities in preparation for LGR, leading from the LGA.
5. Ownership of a strong value proposition for membership

As a member of the Strategic Leadership Team (SLT) you will:

1. **Lead with Impact, Integrity & Inclusivity:** As a key player on the Strategic Leadership Team, your influence will shape the LGA's strategic direction, making sure our vision is not just bold, but transformative. You will also embody the LGA's values and behaviours by ensuring every voice is heard and respected. Your leadership sets the tone for a workplace where everyone feels valued, empowered to contribute and focussed on the measurable impact we make for councils. You will manage budgets to maximise value and efficiency, increasing income to benefit those we serve.

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2. **Inspire, Energise & Collaborate:** As a Senior Leader, inspire your team to bring their best selves to work every day. You will create an environment of trust where everyone is encouraged to develop their skills and broaden their knowledge. Your energy and passion will ignite the same in others, driving the LGA to new heights. You will actively promote, and embed, collaboration where skills and knowledge are shared freely across the organisation as well as embracing agreed standard operating processes and procedures so we do things once, well, and together, as 'one LGA' to maximise our effectiveness.
3. **Drive Ambition & Excellence:** As a key member of the team, you will uphold the LGA's commitment to excellence by pushing the boundaries of what's possible. You will encourage your team to innovate and take pride in their work, while maintaining a realistic and honest approach to achieving our goals and use your SLT platform to be the voice of local councils, driving policy change with sharp insights that make a real measurable difference. Your insights and leadership will influence national policy, support councils, and drive meaningful outcomes for communities and should be led by data and stories of impact.
4. **Be the Ambassador:** You will represent the LGA with integrity, showcasing our commitment to inclusivity, excellence, and collaboration. Your role as an influencer will amplify the LGA's reputation as a modern, forward-thinking leader in local government, driving positive change across the sector. You will lead by example in fostering external partnerships that not only enhance the LGA's profile with Government but also deliver exceptional measurable value to councils and communities. You will build and maintain strategic relationships that elevate the LGA's profile and deliver substantial measurable value to councils and communities. Your leadership in this area will ensure the LGA remains a trusted and influential partner.

Specific Accountabilities:

As Director of Membership you will:

1. Develop and implement a comprehensive membership strategy that aligns with LGA's goals.
2. Shape and model LGA values to create an inclusive, accountable and high performing organisational culture.
3. Support in developing the strategic vision for LGA, making it clear, meaningful and energising for diverse audiences internally and externally.
4. Lead the planning and adoption of emerging technologies to future-proof the organisation and ensure the LGA is invested in capabilities and resources needed to support required technological change.
5. Develop and execute retention strategies to drive membership growth, improve retention rates and ensure value for our members by shaping services that reflect their evolving needs.
6. Oversee member engagement & experience and lead the development of member benefits programs, and services to enhance satisfaction.
7. Supervise member communications and put in place clear, consistent, and value-driven messaging that create opportunities for member networking, collaboration, and recognition.
8. Build productive relationships with members, partners, and external stakeholders and represent the LGA at events, conferences, and networking functions.
9. Take on the role of internal advocate for members, ensuring their needs are taken into consideration in shaping the LGA's priorities.

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Relevant Contacts:**LGA**

LGA Board
Executive Advisory Board
Audit and Risk Assurance Committee
LGA lead members
Strategic Leadership Team/Senior Managers
HR & Remcom

Joint ventures

GeoPlace (with Ordnance Survey)
Local Partnerships (with HM Treasury and Welsh Government)
LGA Digital Services (with Brent Council)

External

Elected Members and Chief Executive and Senior Officers of Member councils
National, regional, and sub-regional organisations and groupings of councils
MHCLG and other Government Departments
Key partner organisations
External Auditors

Person Specification: Director of Membership

Qualifications

- A relevant degree, MBA, MPA or equivalent experience.
- Proven experience in strategic leadership roles, preferably within the public sector, government, or a similarly complex environment.
- Evidence of continuous professional development in innovation, leadership, or public service transformation.

Knowledge and Experience

- Proven experience in a senior level strategic leadership role, preferably within the public sector, government, or a similarly complex environment and have current Board Level experience and interaction
- Deep understanding of local government, Whitehall, public policy, and the political landscape.
- Demonstrated success in driving large-scale strategic initiatives that have delivered measurable outcomes.
- Strong background in stakeholder engagement, with a track record of building and maintaining strategic partnerships.
- Extensive experience in a senior leadership role within a public sector or local government setting, driving results within a political/change management environment.
- Proven track record of successfully developing and implementing strategic initiatives that drive organisational transformation and performance.
- Deep understanding of the challenges and opportunities facing local government.
- Leadership and development of business strategy, performance, and financial planning frameworks.
- Experience of advising and collaborating closely with senior politicians and Government departments
- Significant experience leading a large membership function including governance and regional structures.
- Demonstrable experience in leading cultural and transformation programmes as well as applying project management principles to deliver desired outcomes.
- A resilient and strategic leader able to problem solve within a complex environment and layers of ambiguity.
- Experience in managing key stakeholder relationships, with the gravitas and skill to win over hearts and minds.
- Demonstrable experience in the use of technology and systems to better serve the customer, find efficiencies and report on outcomes.
- Demonstrable track record of working with cross functional subject matter experts developing, facilitating, and delivering solutions.
- Demonstrable experience in the use of technology and systems to better serve the customer, find efficiencies and report on outcomes.

Skills and abilities

- Exceptional leadership and people management skills, with the ability to inspire and motivate teams to achieve ambitious goals. The ability to think big, act boldly, and inspire others to follow.
- Excellent communication and interpersonal skills, capable of engaging with stakeholders at all levels and from diverse backgrounds.
- High level of resilience and adaptability, with the ability to thrive in a fast-paced and evolving environment.
- High level of political awareness and sensitivity
- Ability to lead, inspire and motivate others.
- Integrity and credibility with politicians, senior managers, key stakeholders and staff.

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- Able to deliver and lead others under pressure, prioritising work against competing demands to meet deadlines.
- Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way.
- Ability to create a culture of innovation and enterprise based on trust, fairness and openness.
- Personal drive and commitment to the LGA priorities
- Creative thinker with high intellectual capacity, capable of translating ideas into policy and practice
- Positive, flexible and responsive, with a dynamic and creative approach to problem-solving
- Ability to negotiate with and influence a wide range of stakeholders
- Highly developed business and financial acumen.
- Commitment to personal and professional development.

This job description is intended to outline the key responsibilities and qualifications of the Director of Membership at the LGA. It is not exhaustive and may be subject to change in line with the needs of the organisation.