



New Member Engagement Officer

(Home based combined with team working in central London)

For 8 days per month (£160-£220 per day depending on experience)

We are looking for an experienced and enthusiastic **New Member Engagement Officer** to join our team on a part time basis.

[Digital Unite \(DU\)](#) is a unique and ambitious organisation, with 21 years' experience in digital skills capacity. Our goal is to enable positive change through digital skills and we do this through our complete Digital Champion service.

Our [Digital Champions Network \(DCN\)](#) is a specialist train-the-trainer e-learning platform which imparts all the skills, knowledge and techniques that Digital Champions need to mentor effectively.

DCN members include corporate businesses, public sector organisations, charities and community organisations and the Network is also at the heart of the national digital skills programme, One Digital.

We are now looking for proactive membership sales and engagement support to enable more organisations to join the Network as part of One Digital.

This varied work will seek to raise awareness of DU's products and services and build and maintain new and existing customer relationships. It will involve marketing techniques to attract new members as well as monitoring, reviewing and developing communications for potential members and is a great opportunity to make your own mark.

You should possess strong interpersonal and organisational skills, be able to work both independently and as part of a team and be able to keep several tasks moving forward at the same time. If this sounds like you we'd love to have you on our team!

*Please note this is a freelance 12 month contract and as such you will be responsible for providing your own equipment which should include Microsoft office.

Applying

To apply please send us an up-to-date CV and a covering letter outlining your skills and experience to du@digitalunite.com.

- Closing date for applications is midnight on **Monday 3rd July**
- Successful candidates will be notified by email by the **18th of July** and invited for interview.
- Interviews will be held on **Monday 24th July** in London
- Expected start date is early August.

If you have any questions regarding this contract or the application process then please also email us at du@digitalunite.com

Job description and person specification

| | |
|--|--|
| Type of contract | This is a freelance contract for 12 months initially, with potential further 12 months available |
| How many hours or day and for how long | Working for 8 or 9 days per month with working hours between 9 and 5.30 but flexible within this time as agreed. |
| Company summary | <p>Digital Unite (www.digitalunite.com) has been delivering digital skills support since 1996.</p> <p>An independent and agile organisation, we are proud to be the digital skills supplier chosen by Government, corporates, charities, local authorities and housing associations to enable their digital inclusion activities. Our range of products and services include hosting and managing digital skills networks, delivering training and support for Digital Champions and creating high quality, high traffic online digital learning content with hundreds of free how-to-guides.</p> <p>The organisation has a national focus, and is committed to diversity, equality and inclusivity.</p> |
| Main activities | <p>Keeping up to date records of enquiries, leads and new members</p> <p>Researching different potential new members</p> <p>Working closely with Programme Management to support the engagement plan</p> <p>Liasing closely with Programme Management and the Comms team to develop and support new member engagement activities</p> <p>Building and managing relationships with partner organisations and networking through all means of communications</p> <p>Understanding of the wider project and be able to signpost and refer to other parts of the project</p> <p>Monitoring DU's social media channels and identifying potential new members, business opportunities, speaking events or other activities</p> <p>Organising, delivering and supporting any engagement events and encouraging relevant parties to attend</p> <p>Attending and contributing to team meetings</p> |
| Where the role sits within the team, department and wider business | <p>This work falls within part of the DU engagement team.</p> <p>Reporting directly to Programme Management with additional support from communications and other members of the DU team.</p> |

| | |
|--|--|
| Goals | <ul style="list-style-type: none"> • Constantly seeking to increase membership. • Research into different potential new members. • Customer satisfaction at every level. • Uphold DU's brand values, look and voice online • Excellent working relationships with the rest of the DU team |
| Short, medium and long-term objectives | These will be provided to the successful candidate at the beginning of the contract. |
| Knowledge, skills and experience | <ul style="list-style-type: none"> • Ability to hit targets • Experience in sales or promotion • Presentation skills • Negotiation skills • Strong communication skills • Excellent customer and client relationship skills • Experience of delivering aspects of a marketing and comms plan • A high level of self-motivation and excellent time management skills • Natural ability to build strong relationships with internal and external stakeholders. • Confident user of social media • Understanding of and confidence with Google analytics and similar tools • Organised and excellent at record keeping • Comfortable working within a small, flexible team |
| Required education and training for the role | <p>Proficient in the use of, and availability of Microsoft Office Suite of products</p> <p>Excellent written and spoken English</p> <p>Competent with a range of digital devices and applications</p> <p>Comfortable with social media and cloud based services like Drop Box, Basecamp and Smart Sheet</p> |
| Location and travel requirements | <p>A mix of working from home and in central London with occasional travel across the UK.</p> <p>The contractor shall provide their own equipment to carry out the work.</p> <p>Travel expenses will be reimbursed under the terms of the Digital Unite Travel Policy</p> |