**CILIP Information Literacy Group**

**Role Title: Member Relationship Officer**

To define member needs so as to improve and develop services, building relationships with our members, developing the ILG member offer for both current members and encouraging new members to join. To liaise with the CILIP Membership Team to obtain membership statistics, analysing them for trends. To keep group members up-to-date with ILG news.

**Key responsibilities**

**Member Relations**

Help build relationships with our members, understanding their needs and making suggestions for improvement and services

* Running surveys and focus groups as necessary
* Encouraging new members to join
* Analysing feedback
* Championing member needs
* Establishing welcome information for new members

**Member Contacts**

Be a key point of contact for general enquiries about the group and its services via the ILG gmail account, JISCMail list and social media

* Checking the group email account regularly, answering emails, forwarding on to colleagues and liaising with the CILIP Membership Team as appropriate
* Own and maintain the LIS-Infoliteracy JISCmail list and the ILG Committee JISCmail list, adding new members as appropriate.
* Contribute to ILG twitter and LinkedIn accounts as appropriate

**Membership statistical analysis**

* Liaise with the CILIP Membership Team to retrieve ILG membership statistics on a regular basis
* Provide regular analytical reports to the Chair and ILG Committee on ILG membership figures, including both CILIP and External members
* Statistical analysis of ILG membership to inform member service developments for example due to regional location or sector groupings.

**Member Communications**

* To assess CILIP’s new member dashboard/website and make recommendations on use, including improving communications with members.
* To evaluate our current provision so that communications are ongoing during the change to a new website tool, and that current communication levels are maintained. CILIP are in the process of changing their provision. Currently the role includes the communications listed below and these would need to be replicated and improved upon in any new system.
  + Use CILIP’s online tool (currently Communicator) to write and distribute an electronic newsletter to members on a regular basis, a minimum of four times a year, including updates to members following each ILG meeting.
  + Use Communicator to distribute other communications as appropriate, including the notice of AGM and welcome emails to new members

**ILG Liaison**

* Liaise with the CILIP Membership Team, and provide regular reports to the Chair and ILG Committee as appropriate
* Liaise with the Training Officers for the purposes of organising member discounted rates at training events.
* Liaise with the Marketing Officer regarding membership promotions, social media and the marketing plan
* Liaise with the Web Team on coordinating news via the newsletter and on the website.

###### Time commitment:

###### As a member of the committee the Member Relationship Officer will be expected to attend four committee meetings per year, usually at least three of which are held in London at CILIP.

###### One to three hours per week.

###### Person Specification (qualifications, skills, knowledge and experience) for the role of: Membership Secretary

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| **Job related knowledge, aptitude and skills** | **Requirements** | **Essential or desirable** |
| Qualification | Professional LIS qualification | Essential |
| Qualification | Member of CILIP Information Literacy Group | Essential |
| Experience | Member relationship management | Desirable |
| Experience | Membership of a JISCmail list and/or experience of list ownership | Desirable |
| Experience | Liaison and engagement | Essential |
| Knowledge | Demonstrable awareness of current information literacy issues | Essential |
| Skills | Excellent oral and written communication skills | Essential |
| Skills | Familiarity with common functions of Microsoft Excel | Essential |
| Skills | Excellent organisation and time management skills | Essential |
| Skills | Familiarity with common functions of a CMS | Desirable |

Last edited RMG 07/2017