



Confederation of Passenger Transport – Membership Engagement Manager

Job Title	Membership Engagement Manager
Reporting to	Membership and Central Services Director
Place of work	Hybrid working between home and Victoria, London
Salary	Dependent upon experience - from £40,000pa
Type	Permanent

The Confederation of Passenger Transport (CPT) is an independent, not-for-profit, member-based trade body which exists to help the bus and coach industry to provide better journeys for all.

We do this by representing around 800 members ensuring the issues that matter most to the industry are firmly on the political agenda, giving them practical advice and support, and bringing the industry together to build better solutions.

Our dedicated teams in England, Scotland and Wales work closely with members at local and national levels to help them achieve the best possible operating environment. Our members include the largest multi-national transport operations along with small family run businesses. We also represent 150 suppliers who each provide dedicated products and services to the bus and coach industries

The Membership Engagement Manager will be instrumental in developing and delivering a high quality and relevant programme of events, engagement opportunities and communication for our members, focused on ensuring direct benefit and designed to promote member growth and retention, as well as continuing to position CPT as the leading industry body.

For more information on CPT please visit www.cpt-uk.org

Working at CPT

Our values matter to us. They help us achieve what our members have asked us to and deliver our very best both individually and as an organisation. We are:

- ambitious to make things better for the passengers our industry serves
- inclusive in seeking out different perspectives and
- always there when our members need us

We ask every colleague to live these values as part of their role and ask managers to enable their teams to do so.

Role

Leading on the strategic engagement plan, development of the membership message and associated materials, the post-holder will support the Membership Director in building a robust and effective approach to recruitment and retention.

The Membership Engagement Manager will oversee and manage the articulation and communication of CPT's membership offer, working closely with Membership colleagues to Coordinate lead generation and targeting activities, and subsequent on-boarding.



A key element of this role will involve shepherding the CPT Events programme and developing attractive opportunities which encourage engagement, sponsorship and in particular offer spaces for supplier and operator members to interact.

As a highly visible and externally facing member of the team, the Membership Engagement Manager will develop and maintain relationships with members and key stakeholders across the industry, and work with membership, operations, external relations and policy colleagues to identify partnering and content opportunities. These relationships will enable the post-holder to ensure a compelling programme, robust feedback cycle, leverage support for CPT's work and maximise commercial opportunities - from securing high quality speakers and co-developing events, to attracting sponsorship.

This is a challenging and rewarding role which will require a bigger picture outlook and a flexible approach to meet the needs of the business.

Management Responsibility

Matrix management responsibility for Membership and Central Services Administrator with regard to member engagement activity.

Purpose of the role

To drive CPT's member engagement activity, including: articulation and communication of the Membership offer; member communications; events programme, process and customer journey, ensuring a varied portfolio of events and content informed by the needs and expectations of our members, generating revenue and driving membership to help deliver CPT's strategic objectives.

Strategic Development

- Develop and implement an effective engagement strategy for the membership.
- Lead and own good practice for the engagement, events and content programme.
- Support the continuous improvement of the member propositions.
- Develop an appropriate commercial strategy for the events and engagement programme to help maximise income and support the financial sustainability of CPT.
- Lead the development of a new approach to sponsorship and products.
- Monitor the performance, satisfaction, take-up and commercial viability, of the engagement programme and maintain a feedback and review cycle.

Membership

- Own the articulation of the CPT membership propositions for marketing and business development purposes.
- Lead the development and delivery of membership marketing materials and recruitment campaigns.
- Lead the development and improvement of member materials including the Handbook and the member area of the website, in collaboration with wider teams.
- Ownership of the member feedback cycle including member surveys.
- Work collaboratively to deliver lead generation, targeting and conversion activities.
- Represent CPT at external events related to membership prospecting and recruitment.
- Support the Membership Director in managing the Supplier Commission and Committee meeting cycle and governance.
- Support the Membership Director and Supplier Commission in continued development of the supplier member offer including the online Supplier Directory.
- Support the Regional Managers to deliver of regionally based engagement activity.

Event Management

- Overview of the event and webinar programmes, to ensure balance and effectiveness.
- Lead advisor to all colleagues on event planning, management, content development and customer journey.
- Support the Regional Managers and wider teams in developing plans and activities.
- Work collaboratively with colleagues to deliver flagship events including Annual Conference and Dinner, Operations conference and the Euro Bus Expo.
- Identifying, securing and briefing speakers, as well as maintaining and continuously improving intelligence and records around the relevant speaker pool.
- Lead on improving the events experience, on and offline, finding ways to increase access to events, improve the physical environment and the remote streaming service.
- Ownership of the event customer journey from enquiry to post-event materials and supporting content, incorporating feedback cycle.
- Ownership of processes and systems management, including data accuracy and timeliness.
- Travel to support the quality delivery of the programme as required.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and industry trends.
- Support the delivery of partnership events, including those with Bonded Coach Holidays and CoachMarque as per agreements.

Communications, Marketing & Business Development

- Manage and lead the development/improvement of corporate communications channels for members.
- Own the communication cycle for Members, enabling wider teams to keep members informed and positioning CPT.
- Lead on corporate, member specific communications.
- Lead on campaign development and delivery for flagship and other industry and CPT events working closely with external relations colleagues.
- Work with external relations colleagues to enable appropriate policy, issues and initiative-based member comms.
- Drive the event sponsorship offer, both paid and in-kind and lead on related business development activities including development of potential event partners, sponsors, and speakers.
- Support the Membership Director in managing the Commercial Partner relationships and driving their engagement, including ensuring their benefits are delivered.
- Bring a commercial focus to the development of CPT's event programme.

Budget management

- Manage the events budget, ensuring resources are used effectively and deliver on return on investment.
- Support the Membership Director in Budget forecasting and setting.

Other

- To feed into and support the development of systems and processes to support the continuous improvement of CPT.
- To stand-in for the Director as required.
- Any other duties within the competence of the post holder which they may reasonably be requested to deliver.

In common with the entire CPT team

- Work in harmony with colleagues and members, communicating in an open and courteous manner.
- Actively and continuously review all work-related activities and suggest areas for improvement.
- Follow all relevant Company policies and procedures.

Person Specification

Essential

- Experience of working in a membership organisation.
- Experience of working in a commercial environment.
- Experience of devising and delivering successful face to face and online events.
- Experience of managing networks/wide variety of stakeholders with differing interests.
- Experience of building effective external relationships.
- Critical appraisal skills – ability to review, evaluate and implement changes.
- Ability to facilitate groups with a focus on delivering defined outcomes.
- A clear understanding of the importance and role of content.
- Strong English language written and verbal communication skills and ability to tailor written communications to different channel/audience needs.
- Interest in and ability to understand the bigger picture on an industry and organisational level.
- Self-starter, motivated, ability to work on own initiative, pro-actively share knowledge.
- Proven ability to simultaneously manage projects and to work to tight deadlines.
- Ability to prioritise, well organised with a strong attention to detail.
- Experience of dealing with external agencies and suppliers.
- A good team communicator with excellent interpersonal skills and experience of negotiating collaborative work.
- Strong analytical skills.
- Willingness to adapt and support team activities outside of the 'core role'.

Desirable

- Experience of B2B business development and marketing.
- Management experience.
- Experience in the passenger transport industry.
- Experience of knowledge management and transfer.
- Presentation skills.

Employee Benefits

- Hybrid working between home and office (as agreed with Director).
- Access to private Medical Insurance scheme (following successful probation period).
- Pension scheme with an employer contribution of 8.5% (following successful probation period and with 2.5% employee contribution).
- Non-contributory death in service policy of four times basic salary.
- 25 days annual leave - increasing by one day each year following two full years of service (up to a maximum of 28 days).
- Bank Holidays in addition to annual leave allowance.
- 12 weeks paid Maternity Leave (must have 12 months continuous service as at the beginning of the 11th week before the expected week of childbirth and be entitled to receive SMP).
- Interest free season ticket loan.

For Further information, please contact Jody McBrien, Head of Membership & Central Services via jody.mcbrrien@cpt-uk.org or 020 7240 3131 (ext. 1015).