**JOB DESCRIPTION & RESPONSIBILITY STATEMENT**

# 1. POST TITLE: MEMBERSHIP STRATEGIST

# 2. ROLE AND PURPOSE OF POSITION

Reporting to the Head of Commercial and Marketing the Membership Strategist will play a pivotal role in the roll out and on-going management of Munster Rugby’s new and wider membership and team support offer. The role will involve defining the processes and standards used to develop and maintain a best-in-class membership product/offering and will help define and shape the future direction of the membership effort. The role will have key business relationships with Ticket Office Staff, Department Heads, Rugby Department, and the Management team.

A key focus of the Membership Strategist will be to provide Members of Munster Rugby (Supporters, Players, Volunteers, Digital Engagers) with an enhanced, personalised experience. The Membership Strategist is responsible for the day-to-day management of all membership and supporters’ schemes to ensure that they hit all targets for acquisition, retention and engagement.

This role will be based in the Munster Rugby office at Irish Independent Park.

# 3. REPORTING RELATIONSHIPS

## Operational: Head of Commercial & Marketing

## Functional: Chief Executive Officer

# 4. WORKING RELATIONSHIPS

* 1. Head of Commercial and Marketing
  2. MRSC Committee
  3. CEO Munster Rugby
  4. Head of Finance and Operations
  5. Head of HR and Brand
  6. Ticketing & Data Analytics Manager, and Ticket Office Staff (DR)
  7. Munster Rugby Head of Communications
  8. Munster Rugby Event Manager
  9. Munster Rugby Graphic Designer
  10. Munster Rugby Community Rugby Team
  11. Thomond Park Stadium Director & Staff
  12. Irish Independent Park Manager
  13. Munster Rugby Sponsors & Commercial Partners
  14. Commercial Board Chairperson and members

# KEY QUALITIES

**Major Attributes and Qualifications**

* Degree in Business, Digital Marketing or related professional field or relevant experience in a similar role
* A thorough understanding of engagement strategies
* High performer who is highly target driven, motivated and process focused with a results-oriented outlook
* Creative, innovative and digitally smart
* Experience in working within a fast-paced environment with an ability to multi-task
* Strong leadership skills with a proven ability to build, develop and sustain relationships
* Problem solver demonstrating high levels of initiative
* Excellent communication, organisation and teamwork skills

**Competency Essentials**

* Minimum five years in depth product management experience, managing the design, development, deployment and maintenance of best in class products
* Proven stakeholder management experience with an analytical and strategic approach to developing your market is essential
* Experience working in similar membership environment is highly desirable
* Experience developing products that involve digital content including sport content is desirable
* Strong analytical skills and ability to clearly and effectively report on program budget and status to senior management
* Strong attention to detail, quality focused, and committed to delivering excellence
* Calm demeanour, realistic outlook and flexible work habits
* Excellent working knowledge of digital marketing sectors and technologies
* Presentation skills are crucial, together with being both comfortable and highly credible to build strong long-term relationships with opinion leaders
* Strong reporting skills with a proven track record in delivering in a target driven environment to specific KPIs.
* Ability to thrive in a fast paced, high energy and constantly changing environment.
* Team player, who thinks like an owner and takes a proactive approach to developing your market

**RESPONSIBILITIES**

**Key Responsibility Areas**

* Define, develop, implement and review our global membership product/offering on an on-going basis
* Grow Munster Rugby’s membership programmes in line with strategic goals by creating and delivering an acquisition plan to ensure that member-number targets are achieved
* Establish a suitable online platform for new and existing Munster Rugby events and product offerings
* Deliver the highest level of customer experience and engagement for all members across all digital platforms. Evaluate and change where required
* Develop a Membership Structure and Loyalty Programme which encompasses all fans and stakeholders with the Marketing Manager and Ticketing & Data Analytics Manager
* Develop and maintain best-in-class and GDPR compliant membership information format and content types that add real value to the members and club
* Collaborate with marketing, sales and ticketing functions to ensure membership products and offers meet commercial requirements
* Develop, manage and oversee recording of members on-going bookings, activity and membership status
* Manage internal and external stakeholder/supplier relationships at business and technical and logistics level
* On-going accountability for Membership budget management
* Lead the overall Munster membership strategy and how the membership offer/range will change and develop over time.
* Analyse, present and report conclusions and actions from information, identifying trends and problems within the membership and supporters’ community that can help shape the membership product in the future
* Manage the membership function and delivery of all membership products and benefits in the membership scheme
* Create an engagement plan to ensure that the membership scheme achieves its engagement targets while ensuring that the data driven by the membership schemes adds to the single customer view
* To deliver appropriate levels of performance-based reporting and associated information. Preparation and delivery of weekly reports and key performance indicators to line manager
* Turning the data created into actionable insight that can support Munster Rugby’s commercial strategies
* Oversee the administration and day to day management of all membership packages & events
* Manage all member merchandise and packs
* To develop all member benefits and sponsorship opportunities. Working with all Munster Rugby internal stakeholders & commercial partners directly on reward programmes for members
* Assist in the maintenance and upkeep of all digital platforms

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.

**This is a key strategic selection campaign for Munster Rugby in order to fill this business-critical appointment. There will be a comprehensive and professional search process pursued so as to identify the very best field of candidates that are available. An attractive salary and benefits package will be offered to the ultimately successful candidate for this very exciting and challenging role**.

# PERFORMANCE MEASURES

KPI’s are general targets which will be set at the start of the season and reviewed at quarterly meetings with the Head of Commercial and Marketing. An annual review will also take place where the performance, duties and responsibilities will be fully appraised and documented.