

## Job Title: Head of Membership

Salary: £58,855 pa + £3,472 London Weighting

Hours: 37.5 hours per week, 5 days per week (open to alternative working pattern) (some unsocial hours required)

Contract: Permanent

Based: London or Remote with flexible working arrangements available

### Citizens UK

Citizens UK is the UK's biggest, most diverse and most effective people-powered alliance. We bring communities and local organisations together to work on issues that matter; from campaigning for zebra crossings on dangerous roads, to reforming the immigration system, to the Living Wage campaign. We have a track record of winning change through hundreds of local and national campaigns. We know everyday people have the ability to shape the world around them. We believe that through developing local leaders, we can drive nationwide change and create community-led solutions to big and small problems.

### Purpose

The Head of Membership leads the accreditation offer for the Living Wage movement, growing and supporting our 16,000-strong employer network that is raising standards of good work across the UK. They are responsible for the strategy, relationships and delivery that secure pay rises for low-paid workers, reduce insecurity at work, and strengthen pension outcomes through Living Wage, Living Hours and Living Pension.

At the heart of the role is building and retaining a thriving, values-led employer movement. The Head of Membership oversees our regional strategies and a team of regional leads responsible for accreditation and supporting employers day to day, ensuring a consistently excellent experience while deepening engagement and long-term retention. They will operate confidently at senior level across business, civil society and the public sector, developing influential relationships, opening new pathways to growth in priority sectors and places, and stewarding strategic partnerships that help us deliver impact at scale.

This is an exciting leadership role for someone agile and entrepreneurial, able to spot opportunities early, test and scale what works, and bring others with them. Working closely with colleagues and teams across Citizens UK, they will strengthen shared ways of working and champion continuous improvement so that the Membership team can focus on high-value engagement and outcomes. They will collaborate to make the best use of our systems and data, including CRM, to support a positive employer experience and strategic decision-making.

As a leader of one of our largest teams, they will bring energy, clarity and momentum, developing confident managers, motivating a high-performing team, and creating an environment where people do their best work. They will also work across Citizens UK to embed community organising into our approach, partnering with community organisers, local alliances and leaders to connect employer action with place-based power and campaigning, and to build civic ownership of Living Wage, Living Hours and Living Pension in communities across the country.

Working as the Head of Membership for Citizens UK, reporting to Deputy Dir, LWF & Director, OD, your main responsibilities will include:

<p>Strategic Leadership and Impact</p>	<ul style="list-style-type: none"> <li>· Set the direction for our accreditation offer across Living Wage, Living Hours and Living Pension, so our employer network delivers real improvements in pay, security at work and pension outcomes.</li> <li>· Lead on strategy for retention and growth, keeping the focus on impact at scale and long-term engagement.</li> <li>· Spot opportunities early, test new approaches, and scale what works, particularly in priority sectors and places.</li> <li>· Contribute to the Living Wage Foundation Senior Leadership Team, helping shape organisational strategy, cross-team priorities, and shared ways of working.</li> <li>· Work across Citizens UK to embed community organising into our approach, connecting employer action to place-based power, local alliances and campaigning.</li> </ul>
<p>Project Oversight</p>	<ul style="list-style-type: none"> <li>· Lead a portfolio of complex projects to improve how we accredit, engage and retain employers, and to raise the overall quality and consistency of our offer to strengthen engagement, whilst developing practical levers for regional growth.</li> <li>· Set clear expectations, processes and service standards for the Membership team, and ensure people are trained and supported to deliver exemplary customer service.</li> <li>· Ensure work is planned and resourced well across regions and projects, with realistic objectives, clear ownership, and the flexibility to respond to demand.</li> <li>· Build in monitoring and evaluation from the start, so we can track performance against KPIs, learn quickly, and refine our tactics based on evidence.</li> <li>· Work with the Operations and Insights team to improve systems, data quality and ways of working (including CRM), reducing the administrative burden and freeing up time for high-value employer engagement.</li> <li>· Contribute to business planning, including performance measures, staffing plans and budgets, and translate organisational priorities into a clear, practical delivery approach for membership and accreditation work.</li> </ul>
<p>Team Leadership</p>	<ul style="list-style-type: none"> <li>· Coordinate effectively across the Living Wage Foundation and Citizens UK so membership activity, campaigns, partnerships, communications and insights reinforce each other and feel joined up to employers.</li> <li>· Oversee regional development and delivery, ensuring we maximise local opportunities and that regional work is aligned with organisational priorities.</li> <li>· Support regional leads and regionally based colleagues to develop and deliver strong regional strategies, grounded in what is working locally and connected to national direction.</li> <li>· Work with local Citizens UK chapters, community organisers and leaders to embed Living Wage, Living Hours and Living Pension in communities, and to connect employers to place-based action and civic leadership.</li> </ul>

	<ul style="list-style-type: none"> <li>· Contribute actively to SLT leadership beyond your own portfolio, collaborating across teams to solve problems, remove barriers and keep momentum when things get complicated.</li> </ul>
Team Development and Culture	<ul style="list-style-type: none"> <li>· Lead and develop one of our largest teams, creating clarity, momentum and a culture where people do their best work.</li> <li>· Line manage and support senior managers, helping them lead well, develop their teams, and deliver against priorities with confidence.</li> <li>· Oversee induction, training and ongoing development so the team has the skills, tools and support to deliver a great employer experience consistently.</li> <li>· Build a learning culture, sharing what works across the team and Citizens UK, and making continuous improvement part of day-to-day practice.</li> <li>· Role model inclusive leadership and attention to wellbeing, noticing pressure points early and creating an environment where people can perform sustainably.</li> </ul>
Relationship Management	<ul style="list-style-type: none"> <li>· Personally manage a small portfolio of significant employer relationships, often senior, high-profile organisations, and act as an escalation point for complex accreditations and sensitive issues.</li> <li>· Build and steward senior stakeholder relationships across business, public sector and third sector, including employer networks and strategic partners.</li> <li>· Resolve dissatisfaction or conflict well, protecting the integrity of our standards while maintaining a fair, values-led approach with employers.</li> <li>· Identify and develop strategic partnerships that help us deepen impact, strengthen retention and extend our reach in priority sectors and places.</li> <li>· Work with colleagues across the Living Wage Foundation and Citizens UK to connect external relationships to wider movement-building and place-based campaigning.</li> </ul>
Communications and Influencing	<ul style="list-style-type: none"> <li>· Work closely with Communications to ensure network communications are clear, timely and compelling, and support retention, engagement and growth objectives.</li> <li>· Help shape messages and materials that explain the value of accreditation and how it connects to wider change for workers and communities.</li> <li>· Represent the organisation confidently with external audiences, including at events and senior meetings, and act as an active spokesperson when required</li> </ul>
Financial Sustainability	<ul style="list-style-type: none"> <li>· Protect and grow sustainable membership income by focusing on strong retention, excellent employer experience, and long-term engagement in the movement.</li> <li>· Oversee membership income and the significant accreditation budget within agreed responsibilities, working closely with other teams to ensure clear reporting, good forecasting and sound stewardship.</li> </ul>

	<ul style="list-style-type: none"> <li>· Identify and grow diverse and sustainable income streams through new projects and partnerships that align with our purpose and strengthen delivery.</li> <li>· Lead on fundraising applications and funder relationships where appropriate, and work with colleagues to ensure proposals are strong, realistic and deliverable.</li> <li>· Support the accounts receivable process for membership income by working with Finance and colleagues to ensure timely invoicing, prompt collection, accurate reporting, and practical improvements to systems and ways of working</li> </ul>
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## Personal Specification

(D) Desirable, (E) Essential

### Leadership

- You have led at senior level, set clear direction through strategy, and brought energy and pace to delivery through others, including leading through senior managers (E)
- You build a culture where people do their best work, with clear expectations, support and accountability (E)
- You can spot opportunities early, test new approaches, and scale what works (E)

### Business engagement

- You understand what matters to employers and can translate a values-led purpose into a credible, practical offer that keeps organisations engaged over time (E)

### Relationship management

- You have a strong track record of building trust with senior stakeholders, managing competing interests well, and handling sensitive conversations (E)
- You are confident acting as an escalation point, resolving issues fairly while protecting the integrity of standards and decisions (E)

### Project management

- You have overseen complex programmes or a portfolio of work, including prioritisation, planning, risk management and delivery against clear outcomes (E)
- You can translate organisational priorities into a practical delivery approach that teams can execute (E)

### People management and development

- You have led and developed teams through senior managers, including coaching, performance support, and building capability through induction and ongoing development (E)
- You role model inclusive leadership and support wellbeing, creating sustainable ways of working in a busy environment (E)

### Monitoring and evaluation

- You use evidence to improve performance, build learning into delivery, and track progress against KPIs, using insights to refine tactics and focus effort (E)

### **Communications**

- You communicate clearly and can shape messages that explain the value of accreditation and why it matters, working closely with communications colleagues (E)

### **Influencing**

- You influence across teams to get joined-up outcomes, remove barriers, and keep momentum when work is complex or fast-moving (E)
- You can represent an organisation credibly with external audiences and act as a spokesperson when needed (E)

### **Financial sustainability**

- You have experience stewarding significant income or budgets, with a practical approach to forecasting, reporting, and working well with finance processes (E)
- Experience with membership, accreditation, standards, or a comparable model where credibility, consistency and stakeholder experience really matter (D)
- Experience connecting national work to place-based delivery, local partnerships, or community-led approaches (D)
- Experience developing funded projects or new income streams that strengthen delivery and align with purpose (D)

### **About the application process**

We work within diverse communities bringing people together. In line with our Inclusion value, we would love to see applications from LGBTQIA+ people, people from racialised communities, people living with disabilities and people of faith, all to better represent the communities we work in. We want our employees to have the working conditions that allows them to fully participate, be able to be their best authentic selves and thrive doing so, and we have employee networks to support staff. Even if you don't quite meet all the required criteria still consider applying, as we invest in our employees and support them to develop the skills and knowledge required to deliver their role.

For questions and reasonable adjustments regarding your application including information in a different format, or our recruitment process, please email [recruitment@citizensuk.org](mailto:recruitment@citizensuk.org).

At Citizens UK, our organisers and project staff work within communities to develop leaders, strengthen organisations, campaign for change and organise across difference. There are various project roles and operational, communication, finance and HR roles that support the organisation and project staff and organisers to deliver on this mission and work. This work is rewarding and can be challenging; it requires a personal commitment to inclusion, a willingness to listen and disagree respectfully, and an interest in working in an organisation where our staff, member institutions and leaders will come from a diversity of backgrounds and often hold views that may be very different from our own. More information about how we operate within this context and build trusted relationships across difference can be found on our website and is covered in induction. Onboarding and navigating this relational culture, and type of work, is supported by line managers and further training.