



## **JOB DESCRIPTION**

# **Head of Member Services**

# Key details

Detail	Information
<b>Job title</b>	Head of Member Services
<b>Responsible to</b>	Associate Director of Business Engagement
<b>Responsible for</b>	Customer Engagement Coordinators X3, Accreditation Coordinator, Professional Services Coordinator, Professional Services Team Lead
<b>Hours of work</b>	Full-time
<b>Salary</b>	£55,000 – £62,000 per annum
<b>Department</b>	Professional Services
<b>Employment type</b>	Permanent

## How to apply

Apply at: <https://apply.workable.com/cimspa/>

## Who to contact

### Clare Dunn

Associate Director of Business Engagement

Clare.dunn@cimspa.co.uk

### People and Culture Team

[peopleculture@cimspa.co.uk](mailto:peopleculture@cimspa.co.uk)

## Deadline

The closing date for applications is **Monday 2<sup>nd</sup> February 2026**.

## Next steps

- We will sift through all applicants within a week of the closing date and will be in touch regardless of the outcome.
- If successful, an assessment day and interview will be held in Loughborough on **Tuesday 24<sup>th</sup> February 2026**.

## An inclusive workplace

We believe in embracing difference and we are committed to building an inclusive and diverse workforce. We know that our diversity creates successful teams and delivers success, meaning all applicants will be treated fairly without regard to race, religion, sex, nationality, age, physical or mental disability, sexual orientation, marital status, gender identity and expression.

We operate an anonymous recruitment process ensuring a fully fair and non-biased procedure in our recruitment practices thus ensuring we have a high-performing team.

# About CIMSPA

CIMSPA is the professional development body for the UK's sport and physical activity sector, committed to supporting, developing and enabling professionals and organisations to succeed and, as a result, inspire our nation to become more active.

Together we're developing a vibrant, UK-wide sport and physical activity sector, with the highest standards of service delivery.

## **Our vision**

Shaping a recognised, valued and inclusive sport and physical activity sector that everyone can be a part of.

We are an ambitious organisation with a brilliant team who are very talented. We've a lot of work to do but we remain focused on the things that make us great - our people and our culture. We truly believe in giving all our team members a voice which is why we lead by listening.

No matter what your experience, role or level, you will be involved in strategy updates, sessions and discussion groups. It really is important that you have a say.



**CIMSPA**

# About this role

The Head of Member Services will lead the development and delivery of CIMSPA's membership growth, accreditation and customer success strategies – driving increases in both membership numbers and income, while ensuring every member receives an outstanding experience that supports their professional journey.

This role combines commercial and operational leadership, with direct accountability for achieving income, conversion, retention and reaccreditation targets. The post holder will lead the Professional Services/Membership teams to deliver consistently high levels of performance, operational excellence and data-driven improvement.

As a member of CIMSPA's Strategic Delivery Group, the Head of Member Services will play a key role in shaping and delivering the organisation's strategic objectives, working collaboratively across directorates to ensure alignment, efficiency and impact.

This is a role for a very commercially minded, highly accountable leader who is motivated by results, has a strong understanding of customer lifecycle management and professional accreditation, and thrives in a target-driven environment.

The Professional Services function operates between 8am–6pm Monday to Thursday and 8am–5pm Friday, plus occasional weekend working.

A hybrid working arrangement applies, with an expected presence in the Loughborough office for a minimum of two days each week.

# Job description – key tasks

## Commercial Leadership and Performance Management

- Take full accountability for the achievement of annual revenue and membership growth targets, including new joins, renewals, reaccreditations and upgrades.
- Develop and deliver a commercial membership and accreditation strategy that maximises income, market share and customer retention.
- Set and manage clear financial and performance KPIs for teams and individuals, with daily, weekly, monthly and quarterly monitoring against targets.
- Produce accurate performance reports, income forecasts, conversion reports and membership projections for the Leadership Team, Board and Strategic Delivery Group.
- Identify and deliver new revenue opportunities through enhanced member offers, reaccreditation campaigns and professional status upgrades.
- Maintain a strong focus on ROI and cost efficiency across all member service operations.

## Membership, Engagement and Customer Success

- Lead the development of data-driven engagement and onboarding strategies to grow membership, strengthen long-term retention and increase customer lifetime value.

- Lead proactive inbound and outbound customer engagement, including targeted calling campaigns and personalised follow-up activity.
- Ensure the delivery of high-quality onboarding, engagement and renewal journeys that support members to realise and communicate their professional status.
- Drive conversion and renewal performance through evidence-based segmentation, campaign targeting and performance analytics.
- Ensure the consistent use of Microsoft Dynamics 365 CRM to track pipeline activity, measure conversion and inform strategic decisions.

## Accreditation and Professional Status

- Act as the organisational “gatekeeper” for the award and maintenance of professional status, ensuring integrity and compliance with agreed policies and standards.
- Lead the development and continuous improvement of accreditation and reaccreditation processes, ensuring quality, efficiency and alignment with the Professional Standards Framework.
- Oversee the quality assurance, moderation and assessment of professional status applications and renewals.
- Ensure consistent application of sector standards approved by the Professional Development Board.

- Manage the digital badging process and ensure timely communication of accreditation decisions.

- Work closely with Digital team to enhance CRM functionality, automation, customer digital experience and reporting.
- Represent CIMS PA externally, including at events, conferences and stakeholder meetings.

## **Leadership and People Development**

- Lead, motivate and develop the Professional Services teams, creating a high-performance, commercially focused culture.
- Ensure all staff understand their targets, performance expectations and contribution to organisational outcomes.
- Implement robust performance management systems and processes to drive accountability and results.
- Promote a culture of continuous improvement, professional development and data-informed decision making.
- Ensure effective workforce planning and rota management to maintain full service coverage at times to meet customer needs.

## **Cross-Organisational Collaboration and Strategic Delivery**

- Actively contribute to the Strategic Delivery Group, collaborating with other Heads of Department to deliver cross-organisational priorities and ensure alignment to CIMS PA's strategy.
- Partner with the Marketing and Communications team to design and implement campaigns that drive member growth, reaccreditation and professional progression.
- Collaborate with the Policy team to ensure that professional status policies remain up to date and consistently applied.

# Key Performance Indicators

- Achievement of quarterly revenue and membership growth targets.
- Retention, reaccreditation and upgrade rates.
- Conversion rates from enquiry to joiner and joiner to upgraded status.
- Departmental performance against activity and income KPIs.
- Member satisfaction.
- Data accuracy and CRM utilisation rates.
- Contribution to Strategic Delivery Group objectives.

# Job description – person specification

## Essential skills, knowledge and experience

- Proven track record of achieving or exceeding income, growth and performance targets in a membership, customer success or accreditation environment.
- Strong commercial and financial acumen, including forecasting, budgeting and income reporting.
- Experience of managing both inbound and outbound engagement or sales operations.
- Skilled in using Microsoft Dynamics 365 CRM to manage pipelines, track performance and analyse data.
- Demonstrated success in developing and delivering accreditation and retention processes.
- Strong understanding of customer lifecycle management, conversion funnels and retention strategies.
- Demonstrable leadership experience managing multi-functional teams against defined KPIs and revenue objectives.
- Excellent communication, influencing and stakeholder management skills.
- Data-literate, analytical and confident in presenting performance metrics to senior audiences.
- Strong organisational and project management capability with a focus on delivery and accountability.

## Desirable skills, knowledge and experience

- Experience in a professional body, awarding organisation or within the sport and physical activity, education or wellbeing sectors.
- Understanding of the sectors Professional Standards Framework and sector-wide professional recognition systems.
- Knowledge of workforce development and career pathways in sport and physical activity.
- Experience developing membership benefits, value propositions or commercial partnerships.
- Understanding of the Theory of Change model of business impact and outcome management.

# CIMSPA behaviours

**Be able to demonstrate CIMSPA behaviours in all areas of work**

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## We care

- Sensitiveness: attuned to the needs of others.
- Welcoming: make others feel welcome through patience, respect and kindness.
- Encouraging: supports others and nurtures their development.
- Sharing: collaborating with others and passing on ways of working to make the organisation better.

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## We are adaptable

- Display initiative: reactive/responsive; cope with stress; ability to prioritise.
- Change: able to adapt to and make changes.
- Progression: can facilitate steps to achieve progression.
- Inventive: uses resources flexibly.

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## We are aware

- Seek/welcome feedback: take criticism/praise; reflect; know your role/motivations; conscious of effect on others; be conscious of how you are communicating (tone, body language, etc.).
- Approachable: being available, listening and having an affinity with others.
- Confidence: poise; demeanour; control; capable; articulation; grace.
- Reflective awareness: think critically leading to self- improvement.
- Self-management: reflective behaviour allowing you to improve performance.
- Awareness of others: ability to influence others.

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## We are engaging

- Actively interacts; observant; welcoming; reassuring; listening; understanding people's values and motives; approachable; builds relationships.
- Interactive: communicates effectively.
- Energetic: passionate; enthusiastic; positive.
- Sociable: amenable; approachable; interacts.
- Motivational: encourages others to achieve goals.

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## We are willing

- Proactive: actively tackles problems; offers to help others; responsive to new ideas.
- Solutions not problems.

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# Working for CIMSPA

Everyone deserves a great workplace. Everyone deserves to want to come to work and to feel that they are making a difference. Everyone deserves to be valued and trusted by their employer and to be allowed to learn and grow in their role. This is our aim at CIMSPA.

We take our culture and our employees' well-being seriously.

These days, like much of the world, we're operating in hybrid working conditions but love to see our colleagues getting together in the office, finding out about each other and enjoying the camaraderie.

We believe in our people and are committed to providing a stable, positive and supportive working environment. In our view, a healthy and happy workforce are better equipped to do their best work and more importantly, enjoy their lives inside and outside the workplace.

Quarterly team meetings give us a chance to connect with colleagues and celebrate our successes and catchup on how we are all doing. We also give out our quarterly staff awards, a real opportunity for you to recognise your colleagues.



# Working for CIMSPA

## What you can expect:

- Hybrid working arrangements with the opportunity to work in the office and remotely from home
- Competitive salary and enhanced contributory pension.
- Unlimited holidays plus bank holidays.
- Life assurance.
- Health Cashplan.
- Enhanced and equal maternity, paternity, adoption and surrogacy leave.
- Monthly healthy living allowance: up to £30 per month.
- New starter support: £250 home office equipment payment.
- Welcome box.
- Range of flexible benefits including retail discounts, employee assistance programme, Cycle to Work scheme, free onsite parking, onsite shower facilities, free tea and coffee etc.

## And that's not all...

We believe work should be enjoyable and rewarding and we believe it is. Here at CIMSPA, we offer more than just the basics...

- One-to-one time with our CEO.
- Quarterly staff awards.
- Flexible working.
- Employee of the year award.
- Regular team events.
- Funded qualifications.
- Personalised development plan.
- Staff committees.

**And importantly, you have a voice!**



**The Chartered Institute for the  
Management of Sport and Physical Activity**

[www.cimspa.co.uk](http://www.cimspa.co.uk) [info@cimspa.co.uk](mailto:info@cimspa.co.uk)

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