



## **JOB DESCRIPTION:**

### **Membership Programme Manager**

<b>Reports to:</b>	CEO
<b>Responsible for:</b>	No direct line management. Though future opportunities to build a team are part of current ambitions
<b>Salary:</b>	£30k - £34k (depending on experience)
<b>Pension:</b>	3% employer and 5% employee pension contribution
<b>Working Pattern:</b>	Fulltime, 40hrs, Mon-Fri with some weekend / evening work
<b>Contract type:</b>	Fixed Term - 12 months
<b>Holiday Entitlement:</b>	25 days/year, plus public holiday
<b>Employer:</b>	WOW - Women of the World (The WOW Foundation - Charity 1189880 / Company 11355846)
<b>Place of Work:</b>	Havas, 3 Pancras Sq, London N1C 4AG Hybrid working, approx two days a week in London office All reasonable flexible working arrangements will be taken into consideration.

### **About WOW - Women of the World**

WOW - Women of the World (WOW) is a global alliance of partners, driving an equal and inclusive future for women and girls. We deliver impact through festivals, events, leadership and knowledge sharing with these guiding principles.

- 1. Creativity is a force for progress:** We believe creativity and expression are transformative tools for sparking joy, creating community, and realising a better future
- 2. We're led by women around the world:** Through our shared Global Knowledge Hub, programmes are locally grown in the places where they happen
- 3. There's a method to our movement:** At the centre of our work is our unique method, rooted in the arts and proven over 15 years, 150 festivals and millions of participants inspired to take action
- 4. We all have a part to play in an equal world:** No matter who you are or how you identify, we welcome anyone who believes in equality for women and girls

WOW began as a Festival in 2010, founded by the trailblazing theatre director Jude Kelly CBE while Artistic Director of the Southbank Centre. We established our independence in May 2018 and became a UK registered charity in 2020. Watch our film [HERE](#).

## Membership Overview

In October 2025, WOW will launch a new Membership Offer designed to strengthen our global network and create a year-round programme of engagement, learning, and connection.

WOW has ambitions to change the world for women and girls through culture. Our biggest asset in this mission is our global network of delivery partners (who produce and deliver WOW Festivals and events in their local regions with our support) and like-minded organisations, and our relationship with 1000s of people who have contributed to our events and festivals for the last 15 years.

Over the next five years and beyond, WOW is expanding the ways in which we can harness the power of this network through a new WOW Membership Offer that will transform the way in which we can connect and deliver programme all year round - as well as share knowledge, best practices, ideas and intelligence across time zones and borders in a much more effective manner.

This new Membership Offer is currently being built into a new website and will be powered through our new CRM. The Membership Offer will have two levels, as follows:

<b>Global Delivery Partners:</b>	Access to an exclusive area of the WOW website called the <b>Global Knowledge Hub</b> , especially for partners who are delivering WOW activity, both live and online, in different places around the world under a Licence agreement
<b>Members:</b>	A brand new professional <b>Membership Offer</b> for organisations and individuals who would like access to our new programme of online events, learning and resources.

This new website and CRM will be a critical tool for WOW - Women of the World to grow, thrive, learn, share, and access tools and templates for programmes, activities and progress.

## Role Overview

The Membership Programme Manager (MPM) is a pivotal new role created to work on WOW's new global Membership Programme (launching October 2025). As WOW evolves to offer a year-round programme of content, connection and community to a growing network online, the postholder will lead the development, delivery and growth of the Membership programme.

The role sits within a dedicated small team who are working together to achieve the aims and objectives of WOW, and will be central in ensuring WOW provides meaningful value to its members while securing new, sustainable income. You'll help shape the membership offer, drive member engagement, deliver programme content and member events, manage key relationships, and oversee partnership opportunities to strengthen WOW's global impact.

The role is ideal for someone who brings a commercial mindset, a passion for cultural and social impact, the ability to build and nurture global networks, and the skills to deliver an annual programme of online events.

This role will work with the executive and wider WOW team to:

1. Implement the strategy and sales drive to sign up new Members - working to annual financial targets
2. Oversee and pioneer membership functions within WOW's new CRM (Beacon CRM)
3. Provide key relationship management for all Members, including developing new/attractive offers and incentives to keep members engaged and participating
4. Deliver an exciting annual programme of online events for Members, focused around gender equality. This will include live broadcast events, online webinars, workshops, discussion groups and more
5. Develop and contribute to new and developed creative programme for the Membership
6. Contribute ideas to, and assist with the delivery of an annual marketing strategy for new and retained Members
7. Contribute to the relationship management of current (and any potential new) Global Delivery Partners (GDPs) including working with the Director of Festivals & Programmes and the marketing team to identify new WOW resources produced through WOW's global festivals for the Membership site
8. Feed into other key areas across the organisation – such as new project development, data and evaluation, feedback and stories, as well as production and event management as required by this small team from time to time

Budget management and monitoring, financial targets, and Board level reports will all be included within your work and at times you may be asked to line manage freelance contractors, work experience and/or volunteers.

To achieve all the above, you will work closely with other WOW team members. The role will require excellent communication, the ability to develop strong working relationships, both internally and across the WOW global community of delivery partners.

## **Aims of the role**

- To grow the number of WOW Members
- To provide effective relationship management for WOW Membership
- To build the profile, partnerships and impact of the WOW Membership Offer
- To secure, grow and sustain new income for WOW

## **Key objectives of the role:**

### **WOW Membership - deliver, grow and manage**

- Develop and deliver an effective and attractive Membership offer
- Work to a comprehensive marketing strategy to attract and sign up new Members
- Attract and secure partnerships to support and grow our Membership offer, including:-
  - Funding partnerships

- Content partnerships
- Ensure regular vibrant and effective Membership comms and aftercare to ensure benefits and impact - resulting in loyalty and renewed subscriptions
- Work with CRM and other data collection to understand the Membership and what they most want - ensuring programme and marketing responds
- Work closely with the Senior Fundraising & Development Manager to connect Members to individual and corporate giving campaigns - and donors to the Membership Offer
- Ensure events are evaluated, documented and data is fed into the wider organisation
- Work to agreed annual targets and Key Performance Indicators

#### **Global Delivery Partners - Relationship Management and Global Knowledge Hub content**

- Ensure all Global Delivery Partners understand the benefits of using and contributing to the Membership Offer and new website area
- Work with all Global Delivery Partners to encourage them to share the benefits of Membership to their localised networks and organisations to assist with Membership targets
- Contribute to creating vibrant, easy-to-navigate, vital resources on the Global Knowledge Hub - and leading on the communication of the benefits and opportunities of this to current/future Global Delivery Partners
- Identify opportunities for new pieces of content, toolkits, assets and knowledge, and negotiate the process for these to live on the Global Knowledge Hub for the wider network
- Understand the Licence and Fee structure and process within the Global Knowledge Hub
- Work to agreed annual targets and Key Performance Indicators

#### **To build the profile, partnerships and impact of the WOW Membership**

- Contribute to a comprehensive marketing strategy and set of marketing assets, working with the executive and marcomms team and lead on its delivery
- Seek out public platforms to share the benefits and opportunities of WOW Membership
- Work with Corporate DEI / Women's Networks / Universities and others - seeking out opportunities to pitch the benefits and opportunities of WOW Membership to them
- Seek out wider partnership opportunities with organisations such as the British Council; global Corporates with employees in multiple countries; and other networks that may be interested.
- Work with the CRM and other data to build compelling stories and testimonies to share the impact of the WOW Global Knowledge Hub - and drive the growth of Membership and Global Delivery Partners

#### **Secure and sustain a new income stream**

- Work with the executive to set income targets based on the KPIs outlined above
- Track and report on progress - monthly to executive / quarterly to Board of Trustees / and annually at the end of financial year
- Provide annual forecasts for future years, based on insights gained in Year 1

## **Events and Projects**

- Working with the wider WOW teams to create events that bring WOW partners together to meet, share, learn and exchange ideas, experience and knowledge throughout the year. This will largely be online, but could on occasion include in person delegations to WOW events
- Organise an annual global meeting of the WOW network, either online or in person, as opportunity and resource dictate
- Lead on special projects as and when required/appropriate
- Contribute when required to the wider programme of WOW events in the UK

## **Finance**

- Manage budgets and spend, ensuring accurate records kept, feeding into monthly, quarterly and annual budget reports

## **Monitoring, Evaluation & Fundraising**

As a small, creative team, all team members are expected to contribute to:

- Ensuring we collect data for reporting and evaluation purposes during the course of any project. This is to support funders' requirements, as well as WOW's own impact and evaluation needs
- Be on the lookout for the capture and collection of participant stories, quotes and feedback which WOW can share externally to build profile, understanding and support for our work
- The shaping of funding applications for future WOW projects, working with colleagues in Development to collate information/ideas relating to projects that you are working/assisting on
- Look out for and suggest opportunities to invite funders and other key stakeholders to events, sharings and other project 'outcomes'
- Ensuring funders and key stakeholders for projects are kept informed and connected with the progress of the work for the projects that you are working/assisting on working closely with Development colleagues

## **General**

- Attend WOW staff team meetings (weekly)
- Attend any relevant training as required
- Comply with [WOW's Code of Conduct](#) and other key policies at all times
- Follow safeguarding procedures including reporting and writing incident reports
- Follow health & safety procedures including contributing to any project specific risk assessments
- Represent and advocate for WOW at events where needed, developing relevant networks and finding opportunities for WOW's work to be shared and celebrated
- As a small, creative team, all team members are invited and expected to contribute to ideas for marketing and communications and when required, contribute to our Social Media platforms (e.g. through on-site photography,). In particular, when visiting WOW Festivals and events around the world
- Be part of effective communications with internal and external stakeholders, including contributing to reports for the Board of Trustees and other Committees and stakeholders.
- Undertake any other duties which may be reasonably required within the scope of the work and fee

---

## Person Specification

### Essential

- Experienced arts professional, with at least 5+ years experience
- Experienced in managing internal stakeholders and external third party partners
- Ability to think strategically and commercially
- Highly confident in managing complex projects
- Confident public speaker
- A team player who is positive, hands on and able to get the best out of colleagues
- Drive and resilience to deliver excellence amidst tight timelines and changing circumstances
- Articulate written, visual and verbal communicator, excellent copy accuracy and proofreading skills

### Desirable

- Experience working on Membership programmes
- A strong understanding of sales and marketing techniques to drive membership acquisition
- Experience of producing online events
- Good working knowledge and understanding of CRM (WOW uses Beacon) and CMS (Craft desirable but not essential) systems

*NOTE: This job description is a guide to the nature of the work required, not an exhaustive list of duties. The CEO may, at any time, allocate other tasks which are of a similar nature and level.*

### How to Apply

To apply please send a CV, plus a covering letter (no more than two pages) or a video (no more than three minutes) outlining why you are a good candidate for the role to [recruitment@thewowfoundation.com](mailto:recruitment@thewowfoundation.com) by 11.59pm on Thursday 26 June 2025.

We also ask applicants to complete an anonymous Equality and Diversity Form [here](#). Please note that you are not obliged to complete any or all sections of this form.