

MEMBERS' PATHWAY GOOD PRACTICE

ROLE PROFILE: PROVINCIAL MEMBERSHIP OFFICER (PMO)

Purpose of the role

1. To promote and assist Lodges and/or Chapters to develop and implement a membership strategy, enabling them to attract, introduce and retain suitable new members.
2. To identify and share best practice.
3. To provide Lodges and/or Chapters with tools to support their efforts.

Reporting to

Each Provincial Grand Master and/or Grand Superintendent will determine the reporting relationship. Ideally the incumbent would report directly to a member of the Provincial Executive and may be a working member of a small strategic team. In large Provinces he may lead a team of Area Membership Officers.

Support

The MWP Sub-Group has oversight of Membership Development on behalf of UGLE and is responsible for organising support for Provincial Membership Officers.

Main activities

1. Co-ordinates, motivates, encourages and assists Lodge and/or Chapter Membership Officers in the Craft and/or the Royal Arch within the Province. This will be achieved by:
 - 1.1. Joining the relevant Strategy Team in the Province and championing the role. *(This may be similar to the structure which has been adopted at Provincial level for Mentoring)*.
 - 1.2. Identifying Province wide needs and issues relating to attracting and introducing new members, based upon demographic and other local research.
 - 1.3. Delivering presentations, training and updates to the relevant members of the Provincial Team.
 - 1.4. Facilitating the use of a UGLE 'tool kit' to deliver locally tailored and branded resources.
2. Manages and monitors enquiries via UGLE or Provincial websites, according to local procedures, by:
 - 2.1. Performing basic checks on validity and suitability before forwarding to Lodges.
 - 2.2. Recording actions taken by Lodges and encouraging prompt attention.
 - 2.3. Monitoring and reporting progress, including tracking new members, for future analysis.
3. Liaises and works in conjunction with other Provincial teams (e.g. Mentoring, Migration, Retrieval, Communication and other groups as appropriate).
4. Works as part of a national team, collaborating with other Provinces and co-ordinated by the MWP Sub-Group on behalf of UGLE, to assist with the development of suitable supporting materials and to identify and share best practice.

Skills and qualities

The Provincial Membership Officer is selected on the basis of the closest match to these skills and qualities.

1. Marketing skills, including social media
2. Presentation skills
3. People focused, with good personal communication skills
4. "Customer service" skills
5. Focused on quality, not quantity of candidates
6. Experience of facilitating change management and overcoming objections is desirable.

Note: For ease of reading, throughout the Members' Pathway we refer to Provinces. All references to Provinces should be taken to apply equally to Metropolitan and District Grand Lodges / Chapters.