



Job Description					
Job Title	Membership & Engagement Manager	Company / Department		LRWA – Liquid Roofing & Waterproofing Association	
Job Holder	Will be an outsourced Freelance Contractor	Responsible To	LRWA CEO	Responsible For	Membership retention and engagement
Hours	Maximum commitment of equivalent of 2 days per week (14 hours)				
Goal and Purpose of the Job:				Applicants	
The Membership & Engagement Manager builds strong member relationships and drives engagement, retention and growth, while supporting the organisation’s wider goals.				Applicants must be either self-employed or run their own business.	
				Applicants should forward their CV with supporting evidence of their competency for this position to sarah.spink@lrwa.org.uk	
				All applications will be acknowledged.	
				Service contract will be provided to the successful applicant	
				Fixed annual fee reviewed annually and paid monthly	
				All reasonable expenses recoverable	

Important Inputs:	Tasks:	Important Outputs:
External Bodies - NFRC - SPRA - BFRA - CIOB - Build UK LRWA Manufacturer Members Working closely with LRWA Admin Team LRWA membership criteria LRWA monthly team meeting	Member engagement and retention: Build and maintain strong relationships with LRWA members, with a particular focus on contractors and installers, through regular contact by phone, email and in person. Support membership recruitment, renewals and retention by understanding member needs, addressing issues and identifying opportunities to strengthen engagement. Subscription management: Work with the LRWA team to monitor membership subscriptions ensuring that payments are received on time. New member recruitment: Proactively recruit new members by leveraging relationships with LRWA Manufacturer members, particularly sales and field staff, to identify and engage prospective members across the Contractor, Associate, Affiliate and Installer levels. Member onboarding: Manage the onboarding process, meeting new members to encourage early engagement and build long-term loyalty Member awareness: Raise awareness of member benefits, sponsorship opportunities, LRWA Awards (to encourage entries), training courses and networking opportunities. Manage engagement in LRWA Contractor Day – Drive contractor attendance and engagement at LRWA Contractor Day, while identifying and securing relevant industry speakers to deliver engaging and topical sessions that provide value to attendees. Represent LRWA and act as Deputy for the CEO: Represent LRWA at key events, meetings and industry engagements, acting as an ambassador for the organisation Working with the CEO to engage with other key stakeholder groups (RICS, RIBA, CIOB) to raise the awareness of Liquids and LRWA via CPD presentations	- Membership retention of >95% - New members - Attending meetings (virtually or in person) with potential members - Attendance at key industry events representing LRWA to maximise networking potential eg. UK Roofing Awards, LRWA Awards, NFRC Regional AGM's, RCI Show, LRWA Member Meetings, AGM, LRWA Social, SPRA Golf Day, Build UK events and meetings, LRWA Contractor Days

Person Specification

Personal attributes required based on Job Description	Essential (E) or Desirable (D)
Qualifications Driving License	E
Experience - Experience of Construction Industry - Experience in the Liquid Roofing & Waterproofing Sector - To excel in this role you should be an active listener, have a compelling sales personality, and an ability to chase and close new business - Experience of working remotely – self starter	E D E E

Knowledge, skills, abilities

- Ability to use Teams or similar
- IT literate using Microsoft Office 365, all Microsoft Office Packages (incl. Powerpoint)
- Knowledge of CRM system eg. Capsule

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