



Membership Engagement Lead

Branch volunteer accountability profile

Purpose:

Working closely with the CIPD Membership Development and Assessment teams, you will lead on engaging and educating local and potential members on routes to CIPD membership and associated benefits, ensuring effective signposting to the central membership team.

Aligning to CIPD purpose and strategy you will work collaboratively with the Committee and CIPD to deliver the best possible service and offer to CIPD members.

What you will do:

- Regularly engage with the CIPD Membership Development team to keep up to date with CIPD membership options, resources, and associated benefits.
- Actively promote membership options, benefits, and continuous professional development (CPD) to local current and potential members through responding to queries and providing content for branch communications, including social media.
- Design and deliver membership and CPD-focused activities/events to ensure an understanding of the membership options, promote the benefits of CIPD membership and provide guidance on routes to membership.
- Provide training and ongoing advice to local committee members to ensure they all have a full understanding of the options, benefits, and resources available in order to signpost queries correctly to the Membership Development team.

What skills and experience do you need?

- Have an understanding of CIPD membership grades and benefits.
- HR, L&D and OD professionals at any level of experience and membership grade.
- In active membership across your time spent with us
- Experienced and confident communicator, collaborator, networker and relationship builder
- Ideally well-connected in the local community, with a network of organisations and practitioners

What are the benefits to you?

- Be at the cutting edge of HR and play an active role in shaping the CIPD agenda.
- Volunteer with other like-minded HR, L&D & OD professionals to collaboratively create and deliver an engaging branch programme.
- Raise your profile and broaden your professional network.
- Embrace your CPD - gain skills and experience to compliment your HR, L&D or OD role
- Have fun and enjoy a new challenge!
- Demonstrate your passion for your profession.

- Create a personal legacy by helping to inspire the future HR generation.

What is your commitment?

- Meet the requirements and responsibilities of the role. Time commitment varies depending on the local area/branch - it is important to discuss the time you have available with your Branch Chair and only take on activities that you can deliver.
- Foster an inclusive working environment that enables a diverse range of people to work together collaboratively and effectively.
- Abide by the CIPD Code of Professional Conduct and Statement of Expectations for volunteers at CIPD.

It is important that volunteering at CIPD is a positive experience for all involved. If you are unable fulfil the responsibilities of your role, contribute to the success of the branch and the committee or meet the required commitment and behaviours set out in the Statement of Expectations, we may ask you to step away or pause to ensure the branch is fully supported.

What support is provided for you?

- An induction session
- Guidance and support from the Branch Development team at CIPD
- CIPD Toolkits, regular bespoke news, policy updates, access to our Network Area and Support resources especially designed for branches.
- Access to bespoke training and learning.

Data privacy statement

As a CIPD branch committee volunteer, it is crucial you can collaborate and communicate with other branch committee volunteers and also the CIPD Branch Development team. To facilitate this interaction across our thriving, vibrant branch network you understand that minimal data which is likely to identify you (such as your full name, preferred email address, branch committee role e.g. Chair, Treasurer etc) will be available via Microsoft Teams (or other secure communication platform used by CIPD from time to time) for this purpose. Specifically, you may receive direct communications from other branch committee volunteers through this platform related to branch committee activities as this is in the legitimate interests of CIPD and necessary to fulfil your role.

Key contact:

Sarah Wood, Membership Project Manager, CIPD. S.Wood@cipd.co.uk and MembershipDevelopment@cipd.co.uk