

## Senior Membership Engagement Manager

### Job purpose

The Membership Engagement Manager will play a key role in strengthening Pensions UK's membership base by deepening engagement with existing members and driving the acquisition of new members.

The role will focus on generating actionable insight from our membership and contributing to the development of new products and services that will enhance our value proposition.

You will work closely with colleagues across the organisation — including the CEO, Policy, Events, Marketing & Communications, Finance and Business Development — to ensure our membership offer remains relevant, compelling and financially sustainable.

Your work will directly support Pensions UK's strategic aims of delivering outstanding value to members and strengthening our ability to support the pensions industry in helping people achieve better retirement outcomes.

### Key responsibilities

#### **New Member Acquisition**

- Contribute to delivering — and where appropriate exceeding — annual new member recruitment targets.
- Proactively identify and research prospective member organisations, building targeted engagement plans.
- Develop and nurture relationships with prospective members, supporting conversion from initial contact to commitment to join.
- Work collaboratively with Marketing & Communications and Business Development colleagues to refine acquisition campaigns, messaging and materials.
- Represent Pensions UK confidently in meetings and at industry events to support recruitment objectives.

### **Development of Member Services**

- Identify opportunities to enhance, expand or refine the Pensions UK membership offer based on member insight and market intelligence.
- Contribute to the development of new membership services that respond to emerging member needs.
- Work cross-organisationally to support the launch and ongoing evaluation of new initiatives.

### **Member Engagement & Insight**

- Arrange and hold one-to-one meetings with members to understand their strategic priorities, pressures and emerging challenges.
- Capture structured feedback on the value members derive from Pensions UK's services and identify opportunities to strengthen relationships.
- Arrange meetings for the CEO and senior colleagues where appropriate, attending in a supporting role.
- Analyse trends and themes from member interactions, producing insight that informs organisational priorities and service development.
- Work closely with colleagues to ensure member insight meaningfully shapes policy activity, events programming, communications and commercial planning.

### **Member Event Engagement & Participation Growth**

- Develop and implement strategies to increase attendance at Pensions UK conferences, events and webinars from individuals within member organisations.

### **Representation**

- Act as a credible and professional ambassador for Pensions UK at member meetings, industry events and sector conferences.

### **Other Duties**

- Undertake any other reasonable tasks as required by the Head of Membership Engagement.

### **Essential experience / knowledge**

- Proven track record in a member-facing role, ideally within pensions, financial services, membership organisations or B2B professional services.
- Experience of building and strengthening senior stakeholder relationships.
- Demonstrable experience contributing to commercial growth, member acquisition or revenue targets.

- Experience of gathering and analysing client/member insight to inform service development.
- Familiarity with Excel and CRM systems (ideally Salesforce).
- Excellent communication and writing skills.

### Desirable experience / knowledge

- Knowledge of the pensions industry.
- Experience of the development of membership services.
- Broader financial services experience if not from a pensions background.

### Key skills and personal attributes

- Relationship building
- Excellent communication skills
- Highly self-motivated with a commercially focused, target-driven mindset.
- Strategic thinker with the ability to translate insight into practical action.
- Professional and credible when engaging senior stakeholders and decision-makers.
- Confident working in a small, collaborative team environment.
- Strong planning, prioritisation and attention to detail.
- A strong ethos of member service combined with commercial awareness.

### Other information

We are based at offices in London. Our current discretionary arrangements are hybrid working with an expectation that staff attend the office at least 20% of the time, and attend other essential meetings and functions as required by their roles. Flexible working and part-time requests will be considered.

A competitive salary and package which includes:

Salary up to £60,000.00 per annum depending on experience.

- Discretionary bonus based on performance
- Life assurance
- Group Income Protection
- Pension of 20% (15% employer/5% employee) or 10% (10% employer/0% employee)
- Health cash plan

**To apply please send you CV and a covering letter explaining why you are suitable for the role to Angela Chapman, the HR Manager at Pensions UK by closing date 25th March 2026.**