

## SUGGESTED ROLE PROFILE

### *Metropolitan / Provincial / District Grand Membership Officer (PMO)*

#### **Purpose of the role**

1. To work with fellow Metropolitan / Provincial / District Pathway Officers (PPOs) to support Lodges, and especially their use of the Members' Pathway.
2. To promote and assist Lodges to develop and implement a membership strategy, enabling them to attract, introduce, engage and retain suitable new members.
3. To identify and share best practice.
4. To provide Lodges with tools to support their efforts.

#### **Reporting to**

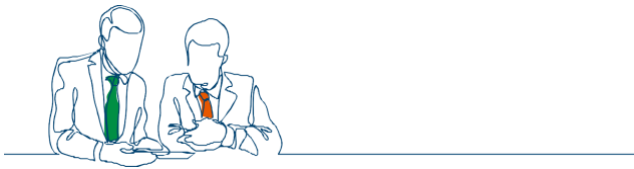
Each Metropolitan / Provincial / District Grand Master will determine the reporting relationship. Ideally the incumbent will report directly to a member of the Metropolitan / Provincial / District Executive and may be a working member of a small strategic team. May lead a team of Area, or similar, Membership Officers.

#### **Support**

The Membership Working Party (MWP) has oversight of Membership Development on behalf of UGLE and is responsible for organising support for Metropolitan / Provincial / District Grand Membership Officers. It is supported by its sub-group, the Pathway Working Party (PWP), which leads the development of the Members' Pathway.

#### **Main activities**

1. Co-ordinates, motivates, encourages and assists Lodge Membership Officers in the Metropolitan / Provincial / District Grand Lodge. This will be achieved by:
  - 1.1. Joining the relevant Strategy Team in the Metropolitan / Provincial / District Grand Lodge and championing the role.
  - 1.2. Identifying needs across their Lodges 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 Metropolitan / Provincial / District Grand Lodge Team.
  - 1.4. Facilitating the use of the Members' Pathway and other UGLE resources to deliver locally tailored and branded resources.
2. Manages and monitors enquiries via UGLE or Metropolitan / Provincial / District Grand Lodge 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. Manages, or liaises and works in conjunction with, other Metropolitan / Provincial / District Grand Lodge teams (e.g. Mentoring, Migration, Retrieval, Light Blues Clubs, University Lodges Scheme, Communication and other groups as appropriate).
4. Collaborates with other Metropolitan / Provincial / District Grand Lodge, as co-ordinated by the MWP / PWP on behalf of UGLE, to assist with the development of suitable supporting materials and to identify and share best practice.



### ***Skills and qualities***

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

1. Marketing skills, including social media.
2. Presentation and influencing 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.