

Membership Team Leader (Maternity Cover)

Family Carers Ireland (FCI) is the national charity supporting family carers across the country who dedicate their lives to caring for loved ones such as children or adults with physical or intellectual disabilities, frail older people, those with palliative care needs or those living with chronic illnesses or addiction. We provide a range of supports and services for family carers nationally from our local support centres.

 **Tullamore, Co. Offaly**

 **Hybrid - 2-3 days from home; 37 hours specified purpose contract (Maternity Cover)**

JOB SUMMARY

Family Carers Ireland is recruiting a **Membership Team Leader (Maternity Cover)** reporting to the Marketing Manager within the Communications Team. The Membership Team Leader will be responsible for the growth of membership, ensuring excellent member experiences, driving retention, revenue, acquisition strategies and fostering a high-performing, customer-first culture. You will drive efficiencies across the membership team whilst delivering and maintaining practical discount carer savings and partner relationships. You will have one direct report.

ROLE CRITERIA

The successful candidate will possess the following criteria:

- Minimum QQI Level 7 in Management/Customer Service or equivalent.
- Minimum 3-4 years experience in customer service, marketing or membership area.
- Experience with web analytics tools like Google Analytics and Search Console.
- Knowledge of website CMS, marketing automation and content tools.
- Knowledge and experience with CRM systems.
- Proficient in tools, such as Canva, Survey Monkey, Mailchimp, etc.
- Proficient across Meta, X, TikTok and LinkedIn.
- Strong knowledge of digital marketing, including email marketing and social media.
- Proficiency in developing and overseeing marketing initiatives.
- Proficiency in monitoring and analysing membership workflows and trends and ability to improve member engagement and retention.
- Ability to collaborate with marketing, finance, and other departments to support campaigns, resolve issues, and improve overall member satisfaction.
- Ability to maintain accurate member records and ensure data privacy compliance.
- Ability to compile regular reports on membership stats, performance and KPIs.
- Ability to contribute to strategy discussions on growing the membership base and enhancing member value.
- Be fully IT proficient particularly in MS Office (Excel, Word and PowerPoint) and other relevant IT systems.
- Have a proactive and strong work ethic with excellent communication, interpersonal and problem solving skills.
- Demonstrate an ability to work under pressure within a team and on your own initiative.
- Full driving licence and access to own vehicle.

Terms & Conditions: Application Process - Applicants are invited to submit their up-to date CV and cover letter demonstrating how they meet the above criteria to recruitment@familycarers.ie no later than Friday 6th June 2025.