



## JOB DESCRIPTION

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<b>Title:</b>	<b>Director of Membership and Engagement</b>
<b>Division:</b>	People, Culture and Talent (Europe Region)
<b>Reports to:</b>	Executive Director, Europe
<b>Matrix reporting to:</b>	Executive Director, USA/Canada
<b>Status:</b>	We anticipate the role being full-time. However, part-time applications and job shares are welcomed.
<b>Level:</b>	Director
<b>Total Direct Reports:</b>	Two (Head of Membership and Senior Marketing and Engagement Manager)

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<b>Compensation:</b>	£58,000
<b>Benefits:</b>	CASE Europe employees are eligible for various benefits including holiday and sick leave, paid holidays, family leave, pension, season ticket loan, eye tests, personal development and training.
<b>Location:</b>	The CASE Europe office is based in Liverpool Street, London. CASE offers Alternative Work Arrangements (AWA) requiring staff to work at least three days per week in the office, but with the option to work for up to two days per week from home. Note, all staff work in the office on Tuesdays every week and operate a rota system for Friday office cover. Occasional travel across the UK and Europe will be expected as part of this role.

### POSITION PURPOSE

The Director of Membership and Engagement will shape and implement strategies to ensure CASE Europe meets the needs of the c.300 member institutions we serve, including schools, universities and research organisations, and to attract others to join CASE's global community. This senior position will use insights gathered through volunteer groups and member networks to define projects and services that will enhance CASE's offer and extend its reach across the Europe region. The postholder will work alongside volunteers, members and staff to ensure CASE's work is relevant to the local context and aligned with the mission, vision, and annual priorities of the global association, which seeks to be a catalyst for advancing education worldwide.

They will also deputise for the Executive Director, representing CASE at events and programmes and through interactions with external networks and partner organisations.



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## **ESSENTIAL FUNCTIONS**

*The core functions of this position include, but are not limited to, the following:*

### **Membership growth strategy**

- Direct the European and African membership growth strategy, working with colleagues across the Global Membership team to achieve targets identified in the Global Membership Growth Plan.
- Alongside the Head of Membership, create and deliver a membership induction plan to support new members to experience the range of CASE's offer.
- Identify and build relationships with potential partners to support membership engagement and growth.

### **Member engagement**

- Direct the development of networks to offer members opportunities to share and learn from each other, and to guide CASE's work.
- Use insights gathered through volunteer groups and member networks to lead on a range of member engagement activities and to define projects and services that will enhance CASE's offer and attract new members.
- Working with the Senior Marketing and Engagement Manager, develop and implement a calendar of communications to engage existing members and attract prospective members to join CASE.
- Oversee processes for awarding scholarships for CASE programmes.
- Oversee the region's talent management programmes, including working with the People, Culture and Talent (PCT) Division to manage and grow the CASE Graduate Trainee Programme. This will involve working alongside the Europe Executive Director to recruit host institutions and trainees and ensuring the programme overall meets the needs of the sector.

### **Volunteer engagement**

- Direct the support for CASE's three District Cabinets in Europe (volunteer groups supporting member engagement and growth in Continental Europe, Northern Europe and the UK/Ireland) and the Universities Marketing Forum, working with volunteer leaders and CASE staff to:
  - Ensure goals and outcomes support CASE's priorities and align with our strategic direction.
  - Make arrangements for the annual programme of meetings, preparing agendas, papers and presentations.
  - Lead on the recruitment of new volunteers and coordinate induction activities.
  - Support member engagement, networking activities and other projects between meetings.
- Support the Europe Executive Director with preparations and arrangements for meetings of the CASE Europe Trust Board and European Regional Council meetings, including servicing the annual Individual Awards Sub-Committee.



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- Liaise with colleagues responsible for educational programmes in the Europe region and in the global Volunteer Engagement and Leadership (VEL) Division to align activities and deliver a consistent volunteer experience.

### **Fiscal Management/Budget Responsibilities/Judicious Use of Resources**

- Manage the annual budget for the Europe Membership and Engagement team and prepare periodic reports as requested.
- Exercise fiscal responsibility in the utilisation of all CASE resources.

### **Liaison Responsibilities**

- Work cooperatively and diplomatically with all divisions and regions.
- Liaise with CASE colleagues in other parts of the world, especially those in membership, marketing, communications and volunteer engagement, to ensure the best sharing of ideas, expertise and knowledge.
- Incorporate tasks and/or projects related to objectives as directed by the CASE Strategic Plan.

### **Image Responsibilities**

- In keeping with the CASE Values Statement, ensures that CASE is well represented by exercising a high degree of professionalism, accuracy, and ethics, in all activities, services, and products.

### **Performs other duties and responsibilities as assigned by your Manager**

### **JOB COMPLEXITY AND KNOWLEDGE**

#### **Problem Solving and Judgement**

High level judgement and problem-solving skills are required, as the incumbent is frequently faced with situations which require immediate action in response to issues and requests. The breadth and depth of understanding of an issue and the key internal/external persons handling the issue, and the way in which the issue is handled, all affect the outcome of the situation.

#### **Professional and Organisational Knowledge**

- The position requires that the incumbent quickly develop a deep understanding of CASE, its policies and procedures and an understanding of the culture and regional and divisional interdependencies.
- The position requires a deep understanding and respect for the organisation's systems and workflow.



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## POSITION REQUIREMENTS

### **Education and Experience:**

- Experience of working in an education institution managing at least one of the advancement disciplines (alumni relations, communications, marketing, fundraising, or advancement services) and a clear desire to understand the needs of others
- Experience in managing key stakeholder relationships, with the gravitas and skill to win over hearts and minds
- Experience working with, managing and stewarding members and/or volunteers

### **Skills and Abilities:**

- A demonstrated interest in advancing education in the not-for-profit sector
- A strong commitment to contributing to a culture that celebrates diversity and inclusion
- A strong communicator with rapport who is approachable and a good listener
- Proficiency in another European language would be an advantage
- An understanding of and interest in engaging with a broad range of cultures and countries.
- A demonstrable interest in and appreciation of the activities, purpose, and ethos of CASE
- A strong service orientation
- Self-awareness and the ability to give and take feedback
- The ability to influence a wide range of people both through negotiation and leading by example, with a high level of professionalism and diplomacy
- A strategic mindset and able to make an effective contribution to the activities of the association
- A creative thinker who is excited by learning and finding innovative approaches to work
- Strong business acumen with the ability to perform at both the strategic and tactical level
- High energy, self-starting approach
- Empathetic team member
- Ability to work collaboratively with colleagues in different geographies and from different cultural backgrounds
- Ability to travel within the UK and internationally as needed (generally day trips in the UK, or trips of 2-3 days elsewhere in Europe)

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## **About CASE**

**CASE is a global not-for-profit and membership association** whose vision is to advance education to transform lives and society. Our mission is to inspire, challenge and equip communities of professionals to act effectively and with integrity to champion the success of their institutions. CASE serves over 90,000 advancement practitioners at nearly 3,000 member institutions, advancing education in 72 countries, with support from more than 4,000 volunteers.



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Broad and growing communities of professional practice gather under the global CASE umbrella. Currently these include alumni relations, development services, digital, communications, fundraising, government relations, marketing and web. Individual members are at all stages of their career and may be working in universities, schools, colleges, cultural organisations or other not-for-profits. CASE membership also includes many corporate partners. CASE uses the intellectual capital and professional talents of an army of volunteers to advance its work.

Headquartered in Washington, DC, CASE works across all continents from its regional offices in London, Singapore and Mexico City. CASE works to achieve a seamless experience for all its stakeholders: particularly its members, volunteers and staff. Working together across time zones and borders, CASE staff in all offices seek to make the ambitious OneCASE aspiration a reality.

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Management reserves the right to review and revise this document at any time. This document represents a description of intended job content and should not be construed in any way to be a contract of employment.

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### How to apply

The application deadline for this role is **5:00pm on Friday 17 January 2025**.

Applications should consist of:

- a full CV detailing professional qualifications and experience (up to 3 sides of A4)
- a cover letter describing how you meet the person specification outlined in this document, why the role is of interest and what you believe you can bring to the role (up to 2 sides of A4)

[Your documents should be submitted online](#) in advance of the application deadline.

### Interview process

We hope to have preliminary calls with shortlisted candidates in the week beginning 27 January and formal interviews on Tuesday 4 February. We will contact all applicants by early February to confirm the outcome of your application.

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If you have any questions about the role, Caroline Davis and Pamela Agar, Co-Executive Directors for CASE Europe, will be available to respond after 2 January 2025 via [europedirectors@case.org](mailto:europedirectors@case.org).