



ramblers
at the heart of walking

Membership Product Innovation Manager

Job Profile

Job Profile Title: Membership Product Innovation Manager	Responsible to: Head of Membership
Department: Membership and Fundraising	Responsible for: N/A
Contract: Fixed term, to end Sep 2022	Hours: 35 – can be flexible for the right candidate
Band: Band 5	Location: London (London Bridge area) and remote working. <i>Currently most of our staff are working from home. Post-pandemic we would expect this role to visit the office c twice a week for any important meetings or team days.</i>
<p>Purpose of Role:</p> <ul style="list-style-type: none"> To enhance the Ramblers’ understanding of the needs, wants and behaviours of more of Britain’s self-guided walkers, to inform how we can best adapt our membership proposition, promise and package to meet these needs. To take to market a new membership proposition and promise, including key creative assets To evaluate our current membership product and the external competitive marketplace. Provide recommendations for evolving our membership product in the medium-long term To help grow membership and income, to support the ongoing delivery of our charitable mission 	
<p>Key Responsibilities:</p> <p>Self-guided walking proposition/product:</p> <ul style="list-style-type: none"> Work with external research, creative agencies and internal stakeholders to develop and launch a self-guided walking membership proposition and promise to attract more members to the Ramblers, in line with The Ramblers brand proposition and promise. Support the research agency which will be conducting quantitative and qualitative research. Challenge any assumptions and drive innovative thinking. To be accountable for the development and delivery of creative assets, materials and digital content to strengthen the self-guided membership walking proposition and journeys, working closely with the Membership Acquisition Officer, Membership Marketing Officer and Head of Brand. 	

- **Develop support and guidance for Ramblers groups** in relation to the self-guided walking proposition, helping them to attract and retain members.
- Be responsible for **show-casing new research** in this area to stakeholders, identifying key areas of insight to drive membership growth and brand affinity to the Ramblers for example through presentations, persona creation and immersive workshops.
- **Track, monitor and report on KPIs** associated to the project and make recommendations in respect to propositions being tested, to enable effective refinement of the proposition/audience/product.
- To interrogate and understand at depth, our current bank of customer insight and apply this insight to the project.
- To lead further **research “deep-dives”** to enable product development for example on our self-guided walking routes development. This will also include planning and delivering **innovation workshops**.
- Identify any challenges or obstacles in relation to the self-guided walking proposition – for example where supporter experience is impacted – and working with other stakeholders **develop innovative solutions** to tackle the root cause of the problem.
- At the end of the project, pull together any key insights or further areas for development to enhance the self-guided walking proposition for future years.
- Manage suppliers to time and to budget.

Membership product/proposition:

- **Evaluate our current membership product and price** against the **external competitive marketplace**, key market trends and new and existing audience needs.
- Provide a **detailed report and recommendations** on other enhancements to the membership product for the medium-long term – utilising both internal insight as well as external insight and trends. Provide recommendations in terms of **strengthening our current membership product/proposition** based on customer insight.
- Co-ordinate roll-out plans for taking agreed product enhancements to market

To undertake such other duties as may be reasonably required of the post holder by the Ramblers.

Required skills and experience

- Experience of working with **research and/or creative agencies. Insight-driven.**
- A team player, able to develop **collaborative, strong and effective working relationships.**
- **Digitally savvy**, with knowledge and **experience in testing new ideas through digital channels** and an early adopter of new technology and **digital products and platforms.**
- **Innovative and solutions-focused** with the ability to work under pressure and to tight deadlines.
- A **flexible and resilient approach** to product development and innovation, with a **curious mindset** to explore opportunities and overcome challenges.
- Development and **ongoing evolution of an income-generating membership, fundraising, product or brand proposition** to attract new audiences
- Ability to **negotiate and influence effectively**, with strong written and verbal communication skills, to influence a range of audiences and stakeholders including external partners and suppliers.
- Experience of **innovation process, methodologies and approaches** across product and/or service development to drive audience and financial growth
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Desirable skills and experience

- Experience in working with **volunteers**, with an understanding of volunteer motivations and needs, preferably in a multi-site or GB-wide context
- Interest in **walking** and/or being an advocate for the **outdoors and natural environment**.
- Experience in developing **multi-channel supporter journeys** for new supporters/members.

Compensation and Benefits

- Competitive base salary and annual incremental pay rise (post probation)
- Free Ramblers membership on joining
- Flexible working
- Pension contribution
- Season Ticket loan
- Christmas office closure (in addition to holiday allowance)
- Perk-box (discounts, freebies and online resources)

Our Volunteers

Ramblers is a member-led organisation, with the majority of work led by volunteers and staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

The details contained in the job description, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time.

INFORMATION FOR APPLICANTS FOR THE POST OF MEMBERSHIP PRODUCT INNOVATION MANAGER

Thank you for your interest in our **Membership Product Innovation Manager** role. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- A member app which enables members to access us wherever they are
- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand to get started
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 20,000 work 365 days a year, rain or shine, to deliver our mission.

Our vision and strategic framework

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. We are focusing on three ambitions to help us make our vision a reality:

A country designed for walking

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A

walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

Helping everyone find their feet

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

Connecting people through the Ramblers

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

Our governance

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

The team

The Ramblers GB friendly staff team comprises six directorates:

- chief executive's office – provides overall leadership to the organisation and makes sure our charity is governed effectively;
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers and maintains our public profile;
- operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path

maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity;

- membership and fundraising – works to understand the needs of our members and supporters and to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. Also leads fundraising activities to enable the charity to remain free to deliver its charitable aims;
- data digital and technology – drives change through designing, developing & deploying data & digital capabilities for staff & volunteers and also managing our ICT provision;
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities and data protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

Candidate Application Information

Send us your CV and a covering letter along with the Equal Opportunities Monitoring form by 12 May

Shortlisting – 14 May

Interviews – 21 May or 25 May

This can be e-mailed to recruitment@ramblers.org.uk

Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.

Candidates with disabilities and special needs

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will only take up references after we make a conditional job offer. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job.

Ensure your covering letter is no more than 1 page long (1 side of A4)

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted.

Conditions of Employment

PAY

The commencing salary of this role is between £ 41,000-46,000 pa pro rata depending on experience

Cost of living increases are normally applied, subject to approval, in October each year to staff who have completed their probationary period. Salaries are paid on the 28th of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

WORKING HOURS

The working week is currently 9-5pm Monday to Friday. The Ramblers office is open between 8 and 6 – your actual start time will be discussed with your line manager but all staff are expected to be available between 10 am and 4 pm. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings or weekend events. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

TRAVEL

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stays. Reasonable travel and hotel expenses may be reclaimed using the Ramblers expenses procedures

LEAVE

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday. You do not need to take annual leave during the Christmas closure.

PENSION SCHEME

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn the Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, the Ramblers currently offer a higher level of contributions at 6% of your basic salary provided employees contribute at least 5%.

PROBATIONARY PERIOD

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

THE RAMBLERS MEMBERSHIP

All staff on joining get free Membership of the Ramblers. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

TRADE UNION MEMBERSHIP

The Ramblers recognise the Union Unite. The Union has sole consultation rights within the Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

FLEXIBLE WORKING

After 26 weeks' continuous service, the Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to be open to job sharing as is operationally practicable.

SEASON TICKET LOANS AND CYCLE TO WORK

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).