



# **MEMBERSHIP ENGAGEMENT MANAGER RECRUITMENT PACK**

**MAY 2026**

# MEMBERSHIP ENGAGEMENT MANAGER

British Ice Skating, the National Governing Body for Figure Skating and Speed Skating in the UK, is looking to appoint an inspiring manager to help take ice skating to new heights.

## ABOUT BRITISH ICE SKATING

### OUR MISSION

To establish a proactive organisation through robust governance, financial management, and utilising technology.

### HOW WE'LL GET THERE

By establishing investable programmes that enhance lives, promote inclusion, increase participation and deliver exciting performances on the world stage.

### ORGANISATIONAL OBJECTIVES

#### AN NGB WITH AN ETHOS OF EXCELLENCE

To establish a proactive organisation through robust governance, financial management, and utilising technology.

#### A UNITED AND DIVERSE WORKFORCE

To allow staff, coaches and volunteers the opportunity to flourish based on shared values and a developmental approach.

#### A HOUSEHOLD NAME

Create a national awareness of British Ice Skating as the driving force behind ice skating across the UK.

#### CREATE OPPORTUNITIES FOR ALL

Be at the heart of making ice skating accessible across the UK by creating and leading engaging programmes that break down barriers

#### A ROUTE TO SUCCESS

Drive a culture of excellence from grassroots to world stage through a talent and performance pathway for coaches and skaters.

#### GROW THROUGH PARTNERSHIPS

Unlock future investment and support through increased stakeholder engagement.

[Read the  
2025 BIS Annual Report](#)

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## ROLE PURPOSE

The Membership Engagement Manager will lead the organisation's membership strategy and engagement activity. The role oversees membership services, member experience and partnership development, and manages key programmes including competitions, membership growth initiatives, member benefits, development camps, events, virtual testing, and merchandise.

The post holder will work closely with the organisation's Technical Advisory Committee groups and partners to ensure consistent, high-quality engagement aligned with organisational objectives.

**Contract Type:** Permanent, Full-Time

**Remuneration:** £34,000 p.a.

**Reports To:** Corporate Services Director

**Direct Reports:** Membership Engagement Officers

**Working Location:** British Ice Skating offers flexible working arrangements which can be discussed with candidates at point of interview, including working from recognised British Ice Skating Offices (Sheffield, Nottingham, Scotland) or other approved offices such as Sport England, UK Sport or Sport Scotland, alongside remote working options. Travel may be required for official work.

Working for British Ice Skating offers the opportunity to be part of a dynamic and ambitious national governing body at the heart of a high-performance and community sport. As an employer, British Ice Skating combines a passion for excellence with a collaborative and supportive working culture, where innovation, integrity, and development are actively encouraged.

Employees play a direct role in shaping the future of the sport across the UK, from grassroots participation to Olympic success, while benefiting from a flexible, supportive environment that values professional growth and meaningful impact.

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## KEY RESULTS AREAS

### MEMBERSHIP SERVICES

- Develop and lead the delivery of a membership strategy, using accurate data and insight to understand the potential capacity for growth within the sport.
- Oversee the delivery of high-quality membership services and support.
- Ensure effective, time conscious processes for membership queries, renewals, and service standards.
- Monitor membership data to identify trends and inform decision-making.
- Manage and lead on the testing frameworks, including virtual platforms.
- Drive strategic initiatives to increase membership numbers and value.
- Enhance and expand the member benefits proposition in line with feedback, identified trends and best practice in other sports.
- Lead on the merchandising strategy and ensure that initiatives aligned with brand and member needs, trends whilst producing relevant profit margins.

### COMMUNICATION STRATEGY & IMPLEMENTATION

- Work with the Communications Manager on the development and execution of communication strategies targeting members.
- Ensure clear, timely, and consistent messaging across all channels.
- Maintain content standards and brand alignment across communications.

### MEMBERSHIP ENGAGEMENT

- Develop and implement engagement initiatives to strengthen member satisfaction and retention.
- Coordinate feedback mechanisms and use insights to improve member experience.
- Work with the Participation Manager to ensure EDI is considered and runs through all policies and practices.

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## KEY RESULTS AREAS

### PARTNERSHIPS

- Build and manage professional and authentic relationships with internal and external partners to enhance the membership offer.
- Identify collaboration opportunities that contribute to membership growth and benefits.
- Act as an ambassador of British Ice Skating, upholding professional standards and behaviours at all times.

### EVENT MANAGEMENT

- Competition Strategy & Implementation: Ensure effective planning and delivery of the competition calendar, utilising resources accordingly.
- Development Camps: Coordinate high-quality camps available across the membership.
- Events: Oversee planning, including profit & loss and financial information and delivery of member-focused events ensuring values for money and return on any investment made by British Ice Skating.

### GOVERNANCE SUPPORT AND LIAISON

- Act as the operational link between the organisation and relevant Technical Advisory Committees.
- Ensure member-related programmes reflect technical expertise, governance, and best practice.

### PEOPLE PRACTICES

- Promote a positive organisational culture by modelling respectful behaviour, addressing concerns promptly, and acting as an ambassador for the organisation's values.
- Follow HR policies, processes, and legal requirements to mitigate risk for the organisation and ensure that employees are treated fairly and consistently.
- Maintain confidentiality and handle sensitive issues appropriately, seeking advice where necessary.
- Manage absence, performance processes, and documentation correctly, keeping the Corporate Services Director updated on significant issues.
- Develop and coach team members to build organisational capability.

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## PERSON SPECIFICATION

### KNOWLEDGE

Membership engagement and customer experience principles.
Competition structures, events delivery, and member programme development
Understanding of membership models, retention strategies, and value propositions
Safeguarding, equality, diversity, and inclusion standards relevant to member-based organisations.

### SKILLS

Strong communication and stakeholder engagement skills.
High levels of personal integrity, confidentiality, and trust.
Ability to develop and implement membership strategies.
Excellent organisational and programme management capabilities.
Data-driven decision-making and analysis of membership insights.
Problem-solving, prioritisation, and relationship-building abilities.
Emotionally intelligent and able to lead teams.

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## PERSON SPECIFICATION

### EXPERIENCE

Experience working in membership-based organisations or customer engagement roles.
Demonstrated success in developing and implementing communication or engagement strategies.
Managing competitions, events, or structured member programmes.
Experience coordinating member benefits, merchandise strategies, or service enhancements.
Working with advisory groups, partners, or committees to deliver programme outcomes.
Demonstrated success in developing teams of people and building organisational capability.
Demonstrated financial planning, profit and loss production and managing budgets.

## APPLICATION PROCESS

If you would like to have an informal chat about the role, please get in touch with Maggie Still at [maggie.still@iceskating.org.uk](mailto:maggie.still@iceskating.org.uk)

When you are ready to apply, please send a copy of your CV and a cover letter outlining how you meet the requirements of the role, plus a completed copy of the [BIS Equality Monitoring Form](#), to Parul Jani at [parul.jani@iceskating.org.uk](mailto:parul.jani@iceskating.org.uk)

**Applications close Sunday 24th May at 11pm.**

**First interviews for shortlisted candidates are planned for the week commencing Monday 1st June.**