



Job Description – Membership Director

Post Title: Membership Director

Reports to: Chief Executive Officer

Role overview:

Family businesses make up 90% of the UK's private sector firms, employ 14 million people and contribute over £200 billion through tax receipts to the Treasury. Family Business UK (FBUK) is the largest organisation representing these firms in the UK.

We are growing rapidly and plan to accelerate this rate of growth as awareness and recognition of the UK family business sector gains traction in government, the media, amongst family businesses across the country and the wider public.

The Membership Director is a vital leadership role in FBUK. The role provides strategic direction in Membership growth whilst offering a day-to-day contact to current and future Members.

The Membership Director is responsible for the design, implementation and evaluation of membership growth and acquisition strategies. Membership product and service development, and innovation are crucial to the success of the role.

The role sits on the Executive Leadership Team, along with the CEO, Chief Advocacy Officer, External Affairs Director, and Finance Director.

The post currently manages the Membership Manager. Additional direct reports are expected to join the Membership team in 2025.

About Family Business UK (FBUK):

FBUK is a not-for-profit membership body for family businesses. It was founded in 2001 as the Institute for Family Business (IFB) and rebranded as Family Business UK (FBUK) in 2023.

FBUK Members include some of the UK's biggest and best-known brands and household names, as well as privately owned and family run SMEs in every sector of the economy.

Alongside our work helping family businesses navigate governance, ownership and challenges associated with multigenerational succession, FBUK advocates for a supportive policy environment that incentivises investment, delivers growth and creates prosperity in communities across the country.

Our **Purpose** is to help family businesses create a more prosperous and sustainable future for generations to come.

Our **Strategy** is to bring together family businesses with subject matter experts, advisors, academics, regulators, and civil society to:

Advocate for responsible and sustainable family business models, providing a unified and strong voice to influence government policy through:

- proactive engagement with government, policymakers, academics, researchers and regulators on policy reform and responses to government consultations
- collaborative research and thought leadership on issues of material importance to family business mapped to the multi-generational life stages of family businesses



Apply thought leadership to support family businesses in capacity building, decision-making, day-to-day management and operations, and family relationships to drive sustainable bottom-line performance by leveraging:

- best practice frameworks, and practical tools and resources tailored
- facilitated networking, peer-to-peer learning, site visits, seminars, workshops, coaching, mentoring, and an online resources centre

Amplify the voice of family businesses, championing and celebrating the sector through:

- campaigns, events, owned, earned and paid media channels, media partnerships
- activities that build awareness and recognition of the role, contribution and impact of family businesses and supports the growth and future success of the sector

Purpose of the Role

The purpose of the role is to build Membership to a scale and critical mass that allows us to achieve our strategic objectives.

The role supports our work to build a growing, vibrant network of UK family businesses, which forms part of growing movement of family businesses who want to create a more prosperous and sustainable future for their family business, and the sector.

Core responsibilities:

- provide energy, vision, and leadership – playing a key role in the Senior Leadership Team
- provide data-driven insights into the family business environment and Member needs
- translate Member needs into innovative product and service offerings
- oversee the management of annual Membership-related budgets
- lead on the recruitment and retention of Members
- lead a growing business development and Member engagement team
- responsibility of all membership data, tracking and reporting via the CRM

Skills & requirements:

The successful candidate will be a strategic thinker, creative with excellent analytical skills and exceptional leadership ability, including:

- strong leadership, demonstrating FBUK's values and ethos
- proven project management expertise and extensive knowledge of all aspects of Membership related activities
- good communicator with the confidence to provide expert professional advice
- strong technical capabilities, and knowledge of CRM systems and databases
- min of 10 years' Membership-related experience (min 3 yrs in similar or related role)
- familiarity with the family business environment
- proven senior (Board and C-level Executive), business-to-business (B2B) and high net worth (HNW) stakeholder engagement credentials
- solid understanding of membership organisations and functions
- line management experience and willingness to work hands-on as part of a small team
- willingness to work outside of normal office hours and locations, as and when required



Personal profile

- a team player, self-motivated, organised, self-starter, confident
- collaborative, passionate, trustworthy, honest, open-minded, and dependable
- strong interpersonal and communications skills
- strong analytical and problem-solving skills
- ability to work under pressure, to tight deadlines, alone and as part of a team
- passionate about family business, their unique operating model and values

How we work:

We are a small but highly committed team. We are very hands-on in all aspects of our work and activities internally and externally. Supporting one another, flexibility, teamwork and trust are critical to our success. Every member of our team is expected to demonstrate these qualities, as well as personal leadership irrespective of seniority, role or job title.

We are always open to, welcome and encourage new ideas and ways of doing things. We welcome diversity in all its forms and operate in a spirit of inclusiveness and collaboration.

Place of work: we have a flexible working model, with a mix of days 1-2 team days per week in central London, remote working, and from time-to-time other locations as required.

Working hours: This is a full-time role. Our working hours are 9am – 5.30pm Monday – Friday. As Membership Director, at times you will be expected to carry out additional work duties of office hours, as required.

Remuneration and benefits: in addition to a competitive salary, we offer pension and associated benefits.

Holidays: 25 days per year (excluding public holidays), with the addition of time off between Christmas and New Year.

To apply:

For more information, or to apply for the role, please email a cover letter and a copy of your CV to: careers@familybusinessuk.org