



# Membership Executive



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# Introduction

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Too often, conversations around what's good for our economy, and good for our country, focus on large, listed companies. But it's the privately-owned and family run businesses that are the backbone of the UK economy and the lifeblood of our communities.

Not only do family businesses make up 90 per cent of the UK's total private sector firms, but they employ 14 million people and contribute over £200 billion through tax receipts each year alone. They also represent one of the UK's greatest entrepreneurial resources.

They need championing and supporting. They need a vehicle for their voice to be heard, and their contribution to be recognised.

That's where FBUK comes in.

Working with senior government officials and policy makers, we advocate for policies and regulatory frameworks that incentivise family businesses to do what they do best; put people at the heart of business, take a long-term view, invest in local communities, and act as stewards and custodians for future generations. We give family businesses access to industry leaders and experts, and help them connect, learn and share through a rapidly expanding peer-to-peer network.

We are passionate. We are committed. We are ambitious. And we're growing.

If you're a change-maker, and looking to work with Britain's leading business owners, innovators, and entrepreneurs, we'd love to hear from you.

A handwritten signature in black ink, appearing to read "Neil Davy", is positioned above the name and title.

**Neil Davy**

**Chief Executive Officer, Family Business UK**

# About



Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing, and championing family businesses, their owners, leaders, NextGens, and executives.

Family businesses are the backbone of the UK economy and the bedrock of our communities. For generations, family businesses have put people at the heart of business. FBUK is a growing movement of family businesses that wants to create a more sustainable and prosperous future for generations to come. We advocate for the family business model, supporting family businesses in adopting and adapting best practice and championing and celebrating the sector in the UK.

Our supporters range from some of the largest, oldest, and best known British businesses, as well as first-generation businesses, from across every sector of industry and commerce, and from all corners of the UK. Family businesses are driven by more than just financial gain; they're about creating a lasting legacy for future generations. FBUK offers valuable insights for family business owners looking to grow their enterprises while preserving their unique family heritage.

Our **Purpose** is to help family businesses build Britain 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 businesses 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

**Read more about FBUK [here](#).**

“Family businesses offer a model of sustainable and responsible business that others can learn from, be part of, work with, or even adopt.”

# The Role

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We are a small, but rapidly growing, organisation. We are ambitious, moving at pace, and determined to have an impact, at scale. We are necessarily flexible, agile, and open to ideas and initiatives that help us fulfil our purpose of helping build Britain for generations to come.

The Membership Executive is a key part of our commitment to delivering an exceptional membership journey and experience. Focusing on the retention and engagement of members, this role plays a critical part in scaling membership operations and experience including the core value proposition. Ensuring all members are engaged in our activities, and that every segment of the membership has opportunities to engage.

Actioning consistent and efficient workflows and acting as a key stakeholder in digital transformation projects, this role will include the rollout of a new CRM and tech stack, ensuring data integrity and compliance and driving process improvements to support organizational growth.



# Main Activities & Responsibilities

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## Member Engagement & Retention

- Deliver consistent onboarding and renewal processes, ensuring a smooth member experience.
- Support the Membership Manager and Commercial Director with account management, including payment follow-up.
- Manage core membership administration, including checks, registrations, welcome materials and onboarding coordination.
- Maintain accurate CRM records to build knowledge of member families and businesses.
- Support member introductions, referrals and engagement, sharing updates with the Membership Manager.
- Provide operational support for in-person and virtual events, engaging with members and identifying opportunities.
- Respond promptly to member enquiries across all channels, ensuring accurate data capture.
- Work with internal teams to support an effective, tech-enabled onboarding journey and communicate the value of FBUK.

## Data Management, Reporting & Compliance

- Maintain accurate and up-to-date CRM records and overall data quality.

- Follow GDPR and data-protection procedures, supporting consent management and compliance.
- Work with Finance and Commercial teams to reconcile membership lists and invoices.
- Support the preparation of membership reports and dashboards, providing data for senior colleagues and planning.

## Member Value Proposition

- Communicate the membership value proposition clearly and consistently.
- Use member data to support targeted engagement and respond accurately to member queries.
- Track engagement and participation to support KPIs and continuous improvement.

## Organisational Collaboration

- Work with teams across the organisation to align membership activity with wider goals.
- Provide membership data and insight to support internal projects and decisions.
- Support digital transformation by sharing requirements, testing CRM functionality and improving processes.



FAMILY  
BUSINESS  
UK

# Person Specification

## Skills & Competencies

- Ability to build strong, trust-based relationships with Members, Partners and stakeholders.
- Professional, empathetic approach to resolving Member issues and delivering great service.
- Strong organisational skills to manage scalable membership processes and workflows.
- High attention to detail in maintaining accurate, compliant CRM and reporting data.
- Ability to streamline and improve membership processes for efficiency and growth.
- Excellent written and verbal communication for enquiries, reporting and insights.
- Confident representing FBUK at events and external engagements.
- Proficient with CRM systems, data tools and membership databases.
- Solid understanding of GDPR and data-protection requirements.
- Comfortable contributing to tech and CRM implementation projects.
- Able to attend events and provide logistical support.
- Skilled at engaging Members at events and identifying opportunities.
- Collaborate across teams to deliver shared goals.
- Experience contributing to cross-functional and digital transformation projects.
- Able to work independently, prioritise well and adapt in a fast-paced organisation.

## Qualifications & Experience

- Proven experience in membership engagement, retention, or a similar role.
- Familiarity with family businesses or trade associations is desirable.
- Strong understanding of business development and stakeholder engagement.
- Proficiency in CRM systems and data management.

## Personal Attributes

We ensure that every individual is supported not just in what they deliver, but how they deliver it. Ensuring that performance and personal growth link directly to our collective purpose, culture and strategic direction.

PURPOSE – remembering why we're here

PEOPLE – relating to others respectfully, openly, and with humility

PROFITABILITY - we're 'not-for-profit', but we're not 'for loss'

PROGRESS – working in a spirit of continuous improvement and constructive challenge

PRIDE – in everything we do and deliver

PRIORITIZATION – focussing our energy and resources where we can maximise our impact

PROACTIVITY – thinking ahead, horizon scanning, and opportunity spotting

PRODUCTIVITY – collaborating and working as an integrated and efficient team

PACE - being a movement with momentum

PROFESSIONALISM – taking ownership and responsibility for our work, at all times.

# Terms of Appointment

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**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.

**Remuneration and benefits:** In addition to a competitive base salary and performance-related bonus, 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.

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





# How to Apply

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To apply — or to request the full job description — please email: [careers@familybusinessuk.org](mailto:careers@familybusinessuk.org)

Please include your CV and a short covering letter outlining your interest in the role and relevant experience.

We review applications on an ongoing basis and encourage early submissions.

