



# ENGLAND HOCKEY

## Membership Engagement Manager Job Description

Job Title:	Membership Engagement Manager
Location:	Hybrid – Home and Bisham Abbey
Salary:	£35,000 - £40,000 (depending on experience)
Responsible to:	Director of Marketing, Communications and Commercial
Hours:	Full-time
Term:	Permanent

### ENGLAND HOCKEY BACKGROUND

England Hockey's mission is to "share the love of hockey and work together to make hockey more visible, relevant and accessible to all". The current focus for the organisation is delivery of its 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

England Hockey is the National Governing Body for the sport of Hockey in England and is responsible for the management and development of the sport from grass roots to elite activities. We:

- Have a membership comprising clubs (750+), counties (42), and Areas (8) that affiliate to it. Approximately 160,000 individuals play in the club system, with an estimated 20,000 playing at university/colleges. C.900,000 children play at school. More than 15,000 coaches, umpires and officials are supported / developed.
- Have an income/expenditure of average £9m p.a. The Chief Executive is directly responsible for the operational budget but the Board, chaired by the Non-Executive Chair, approves the annual plan and budget.
- Employ 75 staff, and contract with approximately 50 part time consultants mostly in the performance and coaching area. Circa 50 volunteers work at national level to run the sport, with thousands more running the great bulk of grass roots hockey.
- Are currently the 'nominated country' on behalf of Great Britain Hockey to qualify and prepare the Great Britain squads for the Olympics.

### ROLE SUMMARY

The **Membership Engagement Manager** will lead and coordinate England Hockey's engagement with clubs, schools and community players and key B2B stakeholders across the sport. This role will play a critical part in amplifying the voice of the hockey community and bringing the England Hockey brand, values, and strategy to life through authentic, relevant and impactful communication.

Acting as a connector between national initiatives and local stories, the postholder will support the successful rollout of our new membership model, including initiatives such as free coaching offers, youth

state school programmes, and free-to-air broadcasting through engaging comms, content and campaigns. Through strong relationships and powerful storytelling, the role will celebrate the work of the hockey community while ensuring that England Hockey's proposition is understood, valued and continuously improved.

The role will also lead on delivering compelling content, developing engagement plans, and ensuring clear, relevant, timely and consistent messaging across England Hockey's member-facing and stakeholder communications.

## **KEY TASKS AND RESPONSIBILITIES**

### **Engagement & Communication**

- Lead England Hockey's communications with the hockey community and B2B stakeholders across clubs, schools, coaches, umpires and officials and volunteers – ensuring a consistent and inspiring narrative about the value of hockey and the England Hockey brand.
- Develop and deliver strategic engagement plans that bring to life the EH strategy and membership proposition for a wide range of stakeholders.
- Work with the Marketing & Communications team to produce content that reflects the diversity, energy and impact of the hockey community – including case studies, member stories, and social media campaigns.
- Support external understanding of the membership model through tailored communications that reinforce its benefits, accessibility, and relevance.
- Act as a key contact for stakeholder feedback, working with the Membership Services team to maintain high-quality customer service.

### **Insight & Impact**

- Curate and share compelling stories from across the hockey landscape that show how membership initiatives are making a difference – such as increased participation, inclusive opportunities, or new partnerships.
- Gather insights and feedback from across the community to inform continuous improvement and future planning.

### **Stakeholder Relationships & Strategic Collaboration**

- Build strong and trusted relationships with key stakeholders across the hockey system, including Clubs, Areas, Counties, School Games Organisers, and delivery partners.
- Work closely with the Heads of Coaching & People Development, Sport and Development and their teams to support the successful delivery and communication of initiatives linked to the Membership proposition.
- Act as a champion of the EH brand, ensuring our tone, values, and strategic messages are reflected across all engagement to key hockey stakeholders.

### **Project & Campaign Management**

- Lead and maintain a membership engagement calendar aligned to key moments (e.g. renewals, season launches, campaigns).
- Track and evaluate the effectiveness of communications and campaigns using performance analytics and stakeholder feedback.
- Support cross-team planning and delivery to ensure a joined-up experience for members and community players.

## **PERSON SPECIFICATION**

We are a values-based organisation with a strong ethos to work with integrity and nurture an environment of inclusion. We are proud to employ enthusiastic, inspirational, and highly skilled individuals who demonstrate through their behaviour the values of England Hockey:

- Collaborate inclusively
- Care for people and places
- Play with spirit, win with grace

- Resilient in everything we do

#### **Qualifications and Experience:**

- Proven experience in stakeholder engagement, member communications, marketing campaigns or community management - ideally within sport, or membership-based organisations.
- Experience of planning and delivering integrated campaigns across owned, earned, and paid channels to drive engagement and tell powerful stories.
- Confident in relationship-building — with the ability to collaborate across teams, manage stakeholder expectations, and represent the organisation credibly at all levels.
- Experience of storytelling - producing case studies, impact pieces or video-led content that brings community success to life.
- Excellent project management and organisational skills, with the ability to manage multiple workstreams, meet deadlines and maintain attention to detail.
- Demonstrable understanding of inclusive engagement practices, ensuring communications reflect the diverse make-up of England Hockey's playing community.
- Experience of using analytics, insight or feedback tools to evaluate communications and inform continuous improvement.

#### **Desirable**

- Experience working in a National Governing Body, sports organisation, or membership association.
- Understanding of the club and community sport environment in England — including volunteer dynamics, youth sport systems, and school partnerships.
- Familiarity with CRM platforms, email marketing tools (e.g. Dotdigital, Mailchimp), and content scheduling tools (e.g. Sprout, Hootsuite).
- An interest in or knowledge of hockey and the broader sporting landscape.

#### **Skills and Abilities**

- Strong relationship management and stakeholder engagement skills, with the ability to build trust and rapport across a broad and diverse hockey community
- Strong written and verbal communication skills - with a proven ability to develop content and messaging that resonates with diverse audiences, from grassroots participants to senior stakeholders.
- The ability to translate complex information clearly and empathetically for clubs, volunteers, and members
- Organised and proactive, with strong project management skills and the ability to balance multiple priorities effectively
- A collaborative mindset, with the ability to work cross-functionally and support colleagues in a fast-paced environment
- Insight-driven and solutions-focused, with a commitment to understanding member needs and driving continuous improvement
- Confident in using digital tools and platforms to communicate, gather feedback, and deliver engagement initiatives
- Able to analyse data to identify trends, monitor performance, and inform decision-making
- A positive, can-do attitude with the resilience to navigate challenges and remain member-focused
- A team-player with a passion for sport and community development, and a belief in the value of participation and inclusive access

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All employees will be expected to support our major events.

To Apply:

Please submit your CV (maximum 2 pages) with a one page covering letter by email to the Head of People, [careers@englandhockey.co.uk](mailto:careers@englandhockey.co.uk), clearly identifying how your skills and experience are relevant to the requirements outlined in the job description and the unique qualities you will bring to the role.



	<a href="https://www.surveymonkey.co.uk/r/EDIMon">We would be pleased if you could also complete the Equality Monitoring Form – please use the following link: https://www.surveymonkey.co.uk/r/EDIMon</a>
<b>Closing Date:</b>	Thursday 10 <sup>th</sup> July 2025
<b>Interview Date:</b>	w/c 14 <sup>th</sup> July 2025