

Membership Development Manager



We're looking for a dynamic business development manager to join our team at the Angling Trust. Your mission will be to drive our membership growth and retention.

You'll work closely with our Head of Membership, Marketing & Communications as well as our Membership Manager and Marketing Manager to create membership development strategies as well as lead engagement initiatives to retain existing members and recruit new members across different categories—and you will guide a team of two Membership Administrators.

This is a **permanent, full-time** role that suits an experienced business development manager who would like to play a key role in improving our member retention strategies and seeking membership growth in key categories—you'll be part of a small (but mighty!) team within a flexible and family-friendly organisation full of very knowledgeable and supportive colleagues.

What you'll be doing

- Analyse our current retention strategies to seek improvement through innovation and best practice—you'll identify and fulfil opportunities to recruit new members whilst driving retention strategies across all membership categories (clubs, fisheries, individuals, and trade)
- Achieve membership targets in line with our business plan as well as assist in the acquisition, provision, and promotion of membership benefits
- Learn and understand the needs of our existing and future members, assist in our direct membership communications, and develop our current membership administration process
- Liaise with colleagues across the organisation to influence a culture of membership promotion

Who you are

- You are a charismatic BDM with a commercial mindset and a flair for storytelling, marketing, and sales—you have an exceptional commitment to customer service as well as a proven ability to build strong relationships with internal and external stakeholders
- You're comfortable networking, managing pipeline activities, closing, forecasting, and evaluating metrics that will inform strategy—you're motivational, collaborative, and a big-picture thinker
- You are self-motivated, organised, happy to manage a varied workload, ready to pivot with changing priorities, and work well independently without day-to-day management—you'll own your continuous professional development, but will be supported and mentored along the way

What will make you stand out

- Experience working with sales and retention within a subscription-based service or product
- Proven achievement of new business targets and exceeding KPIs
- Experience with CRM or using LinkedIn as a sales relationship tool
- Experience in the full sales cycle (targeting, pitching, closing)
- Keen angler or some fishing experience / interest in angling

What's in it for you

- Salary of £30,000 per annum plus contributory pension
- Hybrid working (2 days per week in our Leominster office, 3 days per week working remotely)
- Flexible working across 37.5 hours per week
- 25 days holiday (plus public holidays) later rising every year up to 28 days
- Laptop and mobile phone as well as any mileage, expenses, and TOIL

Who we are

The Angling Trust is the national governing body in England representing fishing—one of the country's largest participation sports. We are a not-for-profit organisation with a mission to protect, promote, and develop our wonderful sport—we care deeply about the environments in which we fish and are committed to creating opportunities for all within society to experience fishing in a healthy aquatic world.

We collaborate with Fish Legal, a separate membership association that uses the law to protect the rights of its members throughout the UK whilst fighting pollution and damage or other threats to the water environment.

Want to join us?

We believe a diversity of backgrounds, experience, and opinions builds the strongest team, so we encourage those from under-represented groups to apply—we are members of the Sporting Equals Charter and we're actively participating in the Sport England sponsored Inclusive Employers development programme.

Email our HR Manager, Mattelynn Romano, at people@anglingtrust.net to apply directly or arrange a chat about the role—**when applying, please submit your detailed CV and an informal covering letter** with a bit more about your skillset, perspective, background, thinking style, or personal interests.

Please only apply if you have the right to work in the UK and you live within a reasonable commuting distance of our Leominster (Herefordshire) office with the ability to commute at least twice a week.

We take your privacy seriously and will only use your personal information to administer your application for this role—we will never pass your details onto a third party. We may contact you by email or telephone about the progress of your application. This processing is conducted lawfully based on legitimate interests.