

Family Carers Ireland: Membership Team Leader (Maternity Cover) (<https://www.activelink.ie/node/115900>)



Membership Team Leader (Maternity Cover)

Family Carers Ireland (FCI) is *the* national charity supporting over 500,000 family carers across the country who dedicate their lives to caring for loved ones such as children or adults with physical or intellectual disabilities, frail older people, those with palliative care needs or those living with chronic illnesses or addiction. We provide a range of services and supports for family carers nationally from our local support centres.

Tullamore, Co. Offaly

Hybrid/Remote – 2-3 days from home; 37 hours specified purpose contract (Maternity Cover)

JOB SUMMARY

Family Carers Ireland is recruiting a Membership Team Leader (Maternity Cover) reporting to the Marketing Manager within the Communications Team. The Membership Team Leader will be responsible for the growth of membership, ensuring excellent member experiences, driving retention, revenue, acquisition strategies and fostering a high-performing, customer-first culture. You will drive efficiencies across the membership team whilst delivering and maintaining practical discount carer savings and partner relationships. You will have one direct report.

ROLE CRITERIA

The ideal candidate will have the following qualifications, skills and experience:

- Minimum QQ1 Level 7
- Minimum 3-4 years of experience in customer service, marketing, membership area.
- Experience with web analytics tools like Google Analytics and Search Console.
- Proficient in tools, such as Canva, Survey Monkey, Mailchimp, etc.
- Proficient across Meta, X, TikTok and LinkedIn.
- Strong knowledge of digital marketing, including email marketing and social media.
- Proficiency in developing and overseeing marketing initiatives.
- Proficiency in monitoring and analysing membership workflows and trends and ability to improve member engagement and retention.
- Ability to collaborate with marketing, finance, and other departments to support campaigns, resolve issues, and improve overall member satisfaction.
- Ability to maintain accurate member records and ensure data privacy compliance.
- Ability to compile regular reports on membership stats, performance and KPIs.
- Ability to contribute to strategy discussions on growing the membership base and enhancing member value.
- Be fully IT proficient particularly in MS Office (Excel, Word and PowerPoint) and other relevant IT systems.
- Have a proactive and strong work ethic with excellent communication, interpersonal and problem solving skills.
- Demonstrate an ability to work under pressure within a team and on your own initiative.
- Full driving licence and access to own vehicle.

Application Process:

Applicants are invited to submit their up-to date CV and cover letter demonstrating how they meet the above criteria to recruitment@familycarers.ie (<mailto:recruitment@familycarers.ie>) no later than **6th June 2025**.

Family Carers Ireland is an Equal Opportunities Employer

Region

Tullamore, Co Offaly / Hybrid

Date Entered/Updated

28th May, 2025

Expiry Date

6th Jun, 2025

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