



**NOMINET**

**Appointment of**

# **Head of Membership Engagement**

July 2024 Ref Code HNOMG

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# An introduction

Nominet is passionate about creating a world that's more connected, inclusive and secure. For over 25 years we have been operating at the heart of the internet as proud guardians of the UK's national domain name registry.

We contribute to the UK's digital economy and global internet community through our role as the .UK registry, and we offer services that support the resilience of vital public services. Our business funds ambitious community benefit programmes that use technology and the internet to transform people's lives.

We are committed to providing high quality services built on safety and stability, investing in our future, and honouring our commitments to our members and the communities we serve.

We aim for positive societal impact, which guides how we aspire to work, deliver success, and achieve great things together at Nominet. We all work hard to keep this aim at the heart of everything we do.

Nominet is at a really exciting point of change. We are focused on delivering strong operational performance, building trust and engagement with our members, and creating a lasting impact through our community benefit programmes.

## Domain Solutions

We run the world-leading domain name registry .UK. With over 11 million customers our critical national infrastructure supports the UK's online economy, and we are committed to ensuring that the .UK internet space remains secure and stable for the millions of individuals and businesses that rely on it every day. We are one of the largest country code registries and also manage other top domains, including: .bbc, .wales and .bentley.

## DNS Services

We protect the .UK domain space and ensure the integrity of public services. Our deep understanding of the Domain Name System (DNS) underpins critical internet infrastructure that government services, including the NHS, rely on.

## Community Benefit

Technology has the power to transform lives by creating opportunities and providing support where it's needed most. Our community benefit programmes provide support and opportunities to tackle some of the most important digital issues facing people in the UK today.

# The organisation

## **Vision**

With the .UK registry at the centre of our work, we're a force for good in the UK digital economy and the global internet community - delivering services that make our world more connected, inclusive and secure.

## **Mission**

To provide a world class .UK namespace, operate critical national infrastructure that is safe, secure and resilient, and protect public services from cyber threat in the UK and internationally.

## **How we work**

The 'how' is as important as the 'what'. We believe our success will be built on a few key principles that guide how we operate:

### **We pull together**

We are team players. We get behind shared goals and put company priorities first. Colleagues can rely on us to play our part and help others. We celebrate successes together.

### **We make things happen**

We change things for the better. We take the action and decisions we need to move forward. We find ways, big or small, to make our services, or the way we do things, better.

### **We keep it clear and simple**

We are clear on goals and aim to reduce unnecessary complexity.

### **We bring a positive mindset**

We think about how we deliver a positive outcome and have a "can-do" attitude.





## Some of our recent partnerships include:

**Click Start** – Together we have launched Click Start, a programme developed to support learners into technology and digital roles, through skills and education.

**Micro:bit: the next generation** – Research shows that 65% of primary school children will end up working in jobs that do not currently exist. In response we have deepened our partnership with the BBC Education and the Micro:bit Educational Foundation, which began in 2016, to accelerate computational thinking, programming, digital creativity and machine learning skills in young people. We will deliver around 675,000 micro:bits into UK primary schools by September 2024.

**Good Things Foundation** – Nominet has partnered with Good Things Foundation to fix the UK's digital divide. Good Things Foundation supports the National Digital Inclusion Network, which works with community groups, small local charities, social enterprises and more to distribute free data and devices to those in need.



# The role

As a membership organisation, we have c2,500 members, many of whom are also .UK registrars – the sales channel for .UK domain names.

Our members represent a variety of business models, and play an important role in Nominet's governance, including voting for four members of our board.

Most of our members appreciate the work of the organisation as the national domain name registry, but the majority are not actively engaged beyond commercial relationships.

We want to build engagement between the organisation and our members. This is therefore an opportunity for the Head of Membership Engagement to play a leading role in designing and delivering a forward-looking and effective membership strategy.

**Playing a lead role alongside the Director of Corporate Affairs, Executive Leadership Team and Board, you will provide strategic insight and support to help design and deliver a refreshed membership engagement strategy which focuses on tackling significant disengagement and builds trust.**

## **The key areas of accountability for the Head of Membership Engagement include:**

- Develops a clear, accurate understanding and deep knowledge of our membership – the challenges, opportunities and strategic direction required to fully engage with them.
- A more engaged membership.
- A positive and proactive engagement programme that increases participation and harnesses internal and external skills and resources.
- Being a highly effective contributor to meetings and development of a communications programme.
- Accurately monitoring and tracking any member related issues and responding appropriately to these.

# The role cont'd

**We're looking for an established membership professional who has a track record in designing and delivering successful strategies to drive change and improve engagement with diverse stakeholders.**

## **The key areas of responsibility for the Head of Membership Engagement include:**

- Through an understanding of membership organisations, able to balance the business priorities whilst ensuring that members feel listened to and engaged with, on key issues.
- Encourage and influence key internal stakeholders to engage with members. You will work closely and effectively with all internal stakeholders including customer facing teams.
- Own the member experience and provide an effective and robust process for them, including operational responsibility for CRM, the application process, on-boarding and key touchpoints, including member surveys.
- Ensure the membership list is continually updated and that new opportunities are identified, through data and insights, to engage groups of members in more targeted ways.
- Be responsible for oversight of the member hub and community.
- Use appropriate research to enable deeper understanding of the membership, and membership model across the business, and provide regular and timely reports on this.
- Ensure our membership communications reflect the needs of our audiences, using innovative channels and methods for membership engagement.
- Ensure the values of Nominet are maintained in dealing with the membership.
- Monitor and measure the effectiveness of the engagement strategy– highlighting areas for concern and appropriate strategies to respond.
- Ensure compliance with all data regulations and protection, including GDPR and ensure the team has the right skillset for effective delivery of objectives.
- Role model our values and drive a positive culture that encourages high performance and provide strong team leadership, setting personal objectives and supporting individual development.

# Professional Skills and Experience

## Candidates will bring a demonstrable level of experience in:

- Leadership and understanding of operating successfully in a membership organisation.
- Excellent communication and business skills and the ability to inspire, motivate and engage others.
- An influential advocate of change with a track record of instigating, leading and delivering significant change projects.
- Self-aware, self-confident and personally resilient. An ability to work with diplomacy and tact, as required.
- Confident operating across various stakeholder groups and able to build strong relationships and working collaboratively.
- Highly self-motivated with excellent organisational and planning skills with an agile and flexible approach.
- A good understanding of corporate governance.
- Experience of instigating engagement change transformation across a range of stakeholders.

## Candidates will have the knowledge and skills to:

- Act as an ambassador for Nominet – with excellent articulation, engagement and negotiating skills, comfortable in presenting to a wide range of stakeholders.
- Turn strategy into action, with a keen eye for focus and detail.
- Demonstrate a passion for developing membership organisations and leveraging their benefits for members.
- As an effective influence, able to build strong relationships with a range of members and partners across different sectors.
- Able to be flexible and adaptable in approach depending on the situation and stakeholder.
- A strategic thinker who is able to effectively problem solve and use initiative to develop appropriate strategies.
- Professionally manage workload and conflicting priorities.



**“You might think you don’t know  
Nominet, but if you’ve ever  
visited a website ending in .uk  
you’ve passed through our  
systems”**



# Terms of Appointment

The role will be based in Oxford: The Nominet way of working empowers our people to flex between home and the office. We operate on a hybrid basis. This empowers everyone to take ownership day to day, balancing the needs of our people and business. In addition, we have a small number of in person activities which are held in the office because we believe they play a key role in maintaining and developing the culture, connectivity, and wellbeing of our business and team members.

## Remuneration

This will be negotiated with the preferred candidate, and will include base salary, bonus scheme and benefits.

## Benefits

- Pension
- Private Medical Insurance
- Life assurance
- 30 days annual leave – option to buy additional 5 days
- Medicash – healthcare cash benefit scheme
- A range of additional flexible benefits including:
  - Dental insurance
  - Critical illness
  - Cycle to work

## Diversity

We're passionate about creating a workplace where every individual is valued, respected, and empowered. Somewhere we can benefit from all forms of diversity and discover the true value in our differences.

## Security Statement

Nominet is committed to the safeguarding and welfare of the internet and expects all employees and volunteers to share this commitment by participating in the relevant security and screening processes. All roles working for Nominet will be subject to a Baseline Personnel Security Standard (BPSS) check. Some roles due to the nature of their work, will require additional security clearance.



# How to Apply

**Saxton Bampfylde Ltd is acting as an employment agency advisor to Nominet on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **HNOMG**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **22 July 2024**

\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.