

Head of Member Experience

Reporting to: Direct of Strategy & Portfolio

Role level: Management Board

Location: UK – remote / hybrid

Role type: Voluntary or secondment opportunity

Term: 2 years

Time commitment: Approximately 4–6 hours per week

ABOUT WIBF

Women in Banking & Finance (WIBF) is the UK's leading membership organisation dedicated to accelerating progress towards gender-balanced leadership across financial services and finance. Our ambition is to build the UK's largest and most impactful career-long ecosystem for women in the sector.

THE OPPORTUNITY

Help our members get more from their WIBF membership at every stage of their careers.

We are looking for a collaborative leader to shape how individual members discover, access and benefit from WIBF's programmes, networks and opportunities. From joining and getting involved to building connections, progressing professionally and giving back, you will help make the member experience clearer, more relevant and rewarding.

You will work closely with the Executive Committee, Head of Communications, Marketing, Technology and Data teams, alongside programme, regional and network leads. Together, you will connect the opportunities WIBF offers into a coherent experience that responds to members' needs.

You will have the opportunity to build and develop a volunteer Member Experience team, identifying the skills needed and working with the People team to recruit and support volunteers. Your role will be to set direction, agree priorities and enable shared delivery, with responsibilities delegated across the team.

This is an opportunity to shape an important part of WIBF's future and help women find the support and connections that matter at different points in their careers.



WHAT YOU'LL DO

- Understand the current member experience, using feedback, data and conversations to identify what works well and where improvements would make the greatest difference.
- Develop a clear member journey, helping women discover relevant opportunities from joining through participation, progression and continued involvement.
- Work with the Management Board and proposition leads to strengthen the individual membership offering and make its benefits easier to understand and access.
- Bring the member perspective into decisions across WIBF, helping teams respond to different needs and career stages.
- Work with Communications and Marketing on welcoming new members, encouraging participation and helping existing members discover what is relevant next.
- Collaborate with Technology and Data teams to improve digital journeys, use insight effectively and explore practical opportunities for personalisation.
- Work with Corporate Partnerships to improve the experience of employees accessing WIBF through their employer, alongside those joining independently.
- Collaborate with regional and network leads to support a consistent and relevant experience across the UK.
- Build, lead and develop the Member Experience team, with clear responsibilities, manageable priorities and opportunities for volunteers to contribute and grow.
- Agree measures of progress and review the impact of changes on participation, satisfaction and retention.

YOUR INITIAL FOCUS

During your first six months, you will work with colleagues to:

- Review the current member journey and available insight.
- Identify a manageable set of priority improvements.
- Agree a delivery plan, including responsibilities, dependencies and measures of success.
- Establish the team structure and begin building the volunteer capacity needed.
- Put agreed improvements into practice and use feedback to guide the next stage.
- Priorities will be agreed with the relevant Management Board lead and delivery teams, taking account of available resources and the voluntary nature of the role.

WHAT WE'RE LOOKING FOR

- Demonstrable experience owning, designing or transforming an end-to-end customer, member, employee or user journey – this is a core requirement.
- Strong practical customer journey mapping and proposition development experience,



translating insight into tangible improvements.

- Experience using data and insight to drive growth, engagement, conversion and retention.
- Experience working effectively in a matrix and influencing across teams without relying on hierarchy.
- Demonstrable experience leading and developing teams, setting direction, delegating effectively and creating accountability.
- Strong strategic and commercial thinking combined with a practical, hands-on approach.
- Excellent collaborative leadership and stakeholder management skills.
- Experience in membership, subscription, customer experience, digital product, service design, talent or career development would be valuable. Financial services experience is helpful but is less important than strong customer journey expertise.

WHAT SUCCESS LOOKS LIKE

You will establish a clear career-long member journey and translate it into measurable growth and stronger engagement. Specific numerical targets will be agreed annually against WIBF's membership baseline and strategy.

- Growth in individual membership and reach, with strong acquisition and conversion through Connect, Access and Accelerate.
- Improved member engagement, retention, satisfaction and advocacy.
- A simpler, more personalised experience that helps members understand what WIBF can offer them now and what is relevant next.
- Clear evidence that member insight is shaping programmes and propositions across WIBF.
- A high-performing, engaged Individual Membership team with clear ownership, capability and succession.
- Increasing evidence of WIBF's impact on women's career progression over time.

TIME COMMITMENT

This is a significant voluntary leadership role requiring consistent engagement of approximately 4-6 hours per week, with flexibility around key delivery periods.

DIVERSITY AND INCLUSION

WIBF is committed to building a diverse and inclusive organisation that reflects the breadth of the communities we serve. We welcome applications from people of all backgrounds and particularly encourage those from groups underrepresented in leadership across financial services and finance.

Appointments are made on merit against the requirements of the role. We are committed to an inclusive and accessible recruitment process and will provide reasonable adjustments



where required.

HOW TO APPLY

Please email your CV and a short cover letter (max one A4 page) to our recruitment team at applications@wibf.org.uk.

We encourage you to apply as soon as possible, as applications will be reviewed on a rolling basis and interviews will be arranged as suitable candidates are identified. This role will close on Thursday 5 November