Manchester & Merseyside/Cheshire Membership Development Project Officer

Following a successful EBU/Yorkshire CBA Membership Development Project working with EBU member clubs in Yorkshire, Manchester and Merseyside & Cheshire County Bridge Associations wish to appoint a Project Officer on a (temporary part-time) consultancy basis.

The project will be jointly funded by the two counties and the EBU, with a contribution from clubs towards the costs of local marketing activity aimed at encouraging new players for their club.

**The objective of the project is to increase the amount of bridge played in EBU–affiliated clubs**

This could include:

* Recruiting new members for affiliated clubs
* Helping clubs to increase the amount of bridge played at their club
* Facilitating bridge teaching linked to EBU-affiliated clubs
* Encouraging non-affiliated clubs to affiliate

The successful candidate must:

* Be enthusiastic about getting more people playing bridge
* Be tactful and diplomatic – able to work with and help Club officers who will have their own ideas and may need convincing about suggestions for change
* Be a “self-starter”
* Be mobile – own car is essential
* Be flexible in terms of time availability
* Be able to work within budgets and pre-agreed guidelines on their own initiative without supervision

It will be helpful if the successful applicant:

* Has professional marketing experience and/or practical experience of attracting and retaining new members for an EBU-affiliated Bridge Club

• Has recent experience of active involvement with the organisation of an EBU affiliated bridge club

The Project Officer will operate on a self-employed basis. S/he will be paid £18 per hour plus expenses and will formally report to a small steering Committee.

People interested may contact Paul Roberts ([paulrobertsfarndon@gmail.com](mailto:paulrobertsfarndon@gmail.com)) or Irene Davies ([irenedavies14@gmail.com](mailto:irenedavies14@gmail.com)) for further information.

When applying please send a brief cv, with a covering note saying how you fulfil the requirements, and why you would like to be appointed, to either person as soon as possible.

Expected approach

The Project Officer will:

* Review the outcomes of the Yorkshire project, to ensure that the North West project can build on that experience –
  + what worked
    - How and where it worked
    - How it can be improved
  + What didn’t work in Yorkshire, and why it didn’t work
  + Apply his/her own experience
* Consult the Steering Committee and other County officials, and undertake data analysis, to identify Clubs likely to benefit from the project – including non-affiliated clubs which might benefit if they were to affiliate - and then contact such clubs to identify those interested in working with the Project Officer to attract more players
* Produce a costed “SMART” Project Plan – to fit within the overall project budget – and report regularly on expenditure and projected outcomes
* Work with participating Clubs to develop and implement agreed membership development programmes tailored to fit with each Club’s situation (eg taking account of each Club’s capacity in terms of people skills/time, premises etc, and their catchment area, ambitions etc)
  + The programmes will be undertaken jointly with the relevant clubs, who will jointly fund their club programme
  + As appropriate, help Clubs design marketing campaigns, materials etc
  + Ensure clubs have the capacity to meet the expectations of potential new members who respond to the advertising/promotional campaign, helping them to identify and fill any gaps
  + Establish agreed ways of measuring outcomes (again using the Yorkshire experience)
* Produce a report after the first phase of the project – probably around one year – which can be used by the EBU to inform membership development elsewhere
  + This may include recommendations on more strategic approaches to increase the attractions of bridge