

# Birch



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Birch is looking for an exciting  
new role to join the Team:

Head of Memberships



# Birch

## A bit about us

**Birch Creates spaces that give people the time and freedom to pause, think, create and savour. All so they feel energised and inspired, with new ideas and stories to tell.**

Each space is designed to act as an escape from urban living.

Employing art, food, wellness (mind & body), craft, music and nature as the brand pillars, think summertime pool parties at the lido, making bread in our immersive bakery, ceramics workshops in our in-house potters room or pressing pause during a gong bath.

We are inclusive and familiar. Our neighbours love living by us, and with us, and people travel from all over to visit us. We curate the places, our guests make 'Birch'

Our first Birch has 55 acres and within this sits 140 bedrooms, a growing farm, an interactive bakery, two restaurants, 20 versatile event spaces, a coworking space, fitness studios, a lido, and pottery, screening, music, and art rooms.



# Birch

## At Birch we value being...

### **BRAVE = BE OPEN**

If we do things the conventional way we won't build the right environment for our people and Escape Artists to thrive. Nor will we stand out in the saturated and stale hospitality industry. People don't need to love everything we do at Birch. They need to love everything they do.

### **PLAYFUL = SMILE**

Fundamentally we want people to have fun at Birch. To enjoy sipping a Negroni while they set the world to rights. To delight in something unexpected happening while they walk around a site. And to smile when they think about us.

### **ENRICHING = BE ACTIVE**

When people interact with Birch, we want them to feel energised and inspired. We want them to go away with new ideas and stories to tell. If this happens it will be good for the person, the planet, and for our business. This means being active and activity-led. Being natural.

### **COMMUNAL = START A CONVERSATION**

A community of interesting, and interested, people live at every Birch site. Butchers, bakers, pottery makers. Our Escape Artists can get involved in that community as much, or as little, as they wish. And stay involved long after they've left one of our sites. We don't force this community on them.

### **CONSCIOUS = LOOK AROUND**

We're aware of our surroundings, our impact, and ourselves. We don't talk about being sustainable for good marketing; we act long term for good business - using all of our resources wisely so people feel positive about their consumption at Birch. We won't be flawless, nor will we claim to be.



# Birch

## Your Role

You will lead and oversee the day-to-day operations of Membership Sales and be the driving force to achieve the targets set for membership growth.

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Working closely with the Director of Sales & membership you will conceptualize, direct and control membership acquisition and retention strategies to recruit targeted member groups

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Develop a team of, informed, and motivated Membership Sales Representatives that consistently achieve sales goals while demonstrating genuine hospitality

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The Head of Membership will report to the Director of Sales & Membership (DOSM) and have a dotted line to the General Managers of each property with whom they will work to ensure we recruit creative, quality members to keep the community growing with likeminded people

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The role will be based between properties in Hertfordshire and Croydon. It is an incredibly exciting time to join a game changing lifestyle brand and be part of its ambitious growth

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# Birch

## Responsibilities

### Driving Membership

Building and executing the pre-opening strategy and outreach with the DOSM for our second Birch, opening Q1 2023

Responsible for driving membership acquisition, hitting our retention targets, and continually developing the member and guest experience

Being 'the face of' Membership at Birch, engaging in the local communities and creative scenes, attending and hosting events & launches to develop contacts, network and build awareness about Birch

Ensuring that our Membership reflects the brand and the diverse community in the areas we operate, continually assessing to ensure relevant industries are well represented within the spaces

Working with the Marketing Team and DOSM to create relevant and on brand collateral both for new and existing members and keeping these updated with the correct information

Oversee the member communications, calendar of events and campaigns for both new and existing members

Play an active part in the creation and implementation of the member events programs.

Drive the collection of member content by working with local membership teams to extract creative content from the membership to share with the Digital Manager.

### Team

Manage the membership sales team to meet monthly, quarterly & annual membership and conversion targets and ensure response time is always a key focus

Work with the Membership team to review applications, meet key prospects and oversee tour schedules

Maintain and oversee the membership database to ensure it is up to date with useful and appropriate information on all members and prospects and accurate for reporting

Develop and grow our new member introductions to ensure members understand benefits, rules and opportunities.

Maintain rotas, holidays and oversee team admin to ensure there is full support at all times

Participate in weekly / monthly Head of Department meetings for the site

Take ownership of the member sales process and hold regular training sessions with your team

Partner and Collaborate with multiple departments to create an engaging & friendly experience to ensure a high-quality experience.

Hold weekly meetings with your team to align and work through feedback and challenges.

Handling any sensitive member enquiries or concerns relating to membership, ensuring response is timely in making final recommendations for any member terminations

Ensuring relevant HODs and team members are kept updated with member feedback and ensure continual improvements based on their feedback

Create competencies for the membership team as well as identify any gaps and developments for any training needs

### Revenue

Prepare weekly sales reports reviewing sales, forecasts, pipeline for the DOSM and GM's

Prepare quarterly and yearly sales plans to ensure the best opportunity to achieve financial targets

Review yearly budgets and assist the General Manager with membership revenue figures

Be responsible for monthly reconciliation, including Financials

Develop plan to maintain retention levels and monitor usage levels



# Birch

## Qualifications & Experience

Strong Background in Membership Sales  
managing of a team with 4+ years of  
experience within a Members Club  
environment

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Commercially astute with a proven track  
record

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Financially focused, with experience in  
setting sales targets and sales planning

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*The above only scratches the surface...*



# Birch

## Skills & Attributes

Excellent verbal and written communication skills

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High level of Emotional intelligence, natural leader and motivator

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Excellent organisational skills and ability to plan and deliver on defined targets and tight deadlines

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Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively

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Experience in building long lasting relationships at all levels

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Be a people driven person, with energy and positivity

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Have a professional attitude

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and savour



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## Benefits

30% off food and Meals on duty

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Complimentary coffee

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Use of our Wellness Space

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Regular Mindful sessions you can get involved in and a wellness review

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An annual personal trainer session

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A day for you

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Eye tests

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Discounted Rooms and Family and Friends rooms

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Swim in our Lido every day

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Taxi service

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Cycle to work scheme

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## HOW TO APPLY

Get in touch with us and let us know why this is right for  
you;

[CHALEY.MCLEAN@BIRCHCOMMUNITY.COM](mailto:CHALEY.MCLEAN@BIRCHCOMMUNITY.COM)

[Birch: Jobs | LinkedIn](#)

You can't put a price on creativity



# Birch

## Pension, Holidays and extras

28 days Basic Holiday Entitlement including Bank Holidays

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Extra Holiday day after each year of service

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Pension enrolment

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Life assurance

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Discretionary sick pay

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Paid Jury Service

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Hospitality Action

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## EQUAL OPPORTUNITIES

**WE THRIVE IN BEING DIVERSE COMMUNITY, AND WE TAKE THE SAME APPROACH WHEN BUILDING OUR TEAMS. WE THRIVE ON DIFFERENCES AND BELIEVE IT IS CRITICAL TO OUR SUCCESS AS A GLOBAL COMPANY. WE ARE PROUD TO BE AN EQUAL OPPORTUNITY WORKPLACE THAT SEEKS TO RECRUIT, DEVELOP AND RETAIN THE MOST TALENTED PEOPLE FROM A VARIETY OF BACKGROUNDS, PERSPECTIVES, AND SKILLS. WE THEREFORE ENCOURAGE APPLICATIONS FROM ALL GENDERS, RACES, RELIGIONS, AGES AND SEXUAL ORIENTATIONS, AS WELL AS PARENTS, VETERANS, PEOPLE LIVING WITH DISABILITIES, AND ANY OTHER GROUPS THAT COULD BRING DIVERSE PERSPECTIVES TO OUR BUSINESS.**

