

*HEAD*  
**OF MEMBERSHIP**  
**AND ENGAGEMENT**  
**ROLE PACK**

*Closing date for applications is 12 NOON, Monday 16<sup>TH</sup> March 2026\**

*\*Please note that the advertisement may close early if a sufficient number of applicants meet the person specification*

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**BRITISH**  
SKYDIVING

# WHO WE ARE

*British Skydiving is a democratic, not-for-profit organisation whose purpose is to organise, govern and further the advancement of skydiving in the UK.*

# ***WELCOME FROM THE CEO***

Welcome to our role pack. I hope it helps you to get a sense of British Skydiving and whether the role of Head of Membership & Engagement might be a good fit for you.

This is an exciting time to join British Skydiving. The Association has taken some significant steps as part of an ambition to establish itself as a future-facing governing body. This has included formulating our strategic plan for 2023-2027, building our inclusivity strategies by signing up to Charter Membership with Sporting Equals and continuing our good governance journey by commissioning an independent Board review.

I look forward to welcoming the successful candidate to the team.



***Rob Gibson***  
***CEO***

# OUR HISTORY

The British Parachute Association Ltd., trading as British Skydiving, was formed in 1961 and incorporated as a not-for-profit company limited by guarantee in 1966.

British Skydiving is the governing body of skydiving in the United Kingdom and is committed to maintaining the highest standards of safety in the sport. Careful analyses of accidents and injuries over time has enabled British Skydiving to build up detailed knowledge of the risks in the sport. As risks are identified and assessed, measures to manage and control the risks are implemented. These control measures are set out in our Operations Manual.

High quality training packages delivered by British Skydiving ensures consistency for all delegates starting on the pathway to become an instructor. These courses are run by the British Skydiving Safety and Training Team, in partnership with affiliated Parachute Training Organisations.

British Skydiving co-ordinates a varied programme of competitions, promoting skills development and excellence in skydiving, funding national teams and individuals who meet strict performance standards to World Championships.

It also supports major events such as the British Skydiving National Championships in all the major skydiving disciplines, together with British Skydiving UK Skydiving League (UKSL) and British Skydiving Grand Prix Competitions held at Affiliated Dropzones throughout the UK.



**BRITISH**  
SKYDIVING

# ***OUR VISION***

## **TO SECURE SKYDIVING AS A SAFE, ENJOYABLE AND ACCESSIBLE SPORT FOR ALL.**

Our vision is driven by our belief that through the power and inspiration of our members, partners, staff and supporters, we can grow the sport of skydiving, extending its reach, accessibility and positive visibility.



# ***OUR VALUES***

## ***COMMITMENT TO EXCELLENCE***

Our belief that everything we do must be of the highest standard and reflect our ambitions as the leader of British Skydiving.

## ***RESPECT, INTEGRITY AND TRUST***

All our interactions with each other, members, staff, partners, other stakeholders and with the wider public will be characterised by a respect for the views of others and the integrity of our approach.

We will treat all people and issues with fairness and equality at all times. Our behaviours and decisions will always demonstrate the highest levels of integrity.



# OUR VALUES

## HONESTY AND OPENNESS

We will proactively engage with and listen to our members and other stakeholders, seeking opinion and cultivating understanding of our ambitions and approach.

## BUILDING OUR KNOWLEDGE

We will facilitate the continuous learning and development of our members to improve their performance and enjoyment of skydiving. We will continuously transform ourselves as a learning organisation in response to the pressures we face to maintain our pre-eminent position in British Skydiving.

We will ensure that our knowledge and development as a body is always of the highest level so that we can support our members to the full.



# ***JOB DESCRIPTION***



<b>Role Title</b>	Head of Membership & Engagement
<b>Contract</b>	Full-Term, Permanent
<b>Reports To</b>	Chief Executive Officer (CEO)
<b>Location</b>	Hybrid working with 3 days in headquarters Leicester and travel to UK drop zones
<b>Salary</b>	£45,000 - £55,000 p/a

## **This Is Not a Routine Role**

This is one of the most exciting roles in British Skydiving right now.

We are looking for someone who can grow our membership, strengthen our community, and tell the story of our sport with energy and purpose.

You will shape how we attract, support and retain members, and how we present British Skydiving to the world. This is about growth, reputation, experience and impact.

If you understand skydiving, love working with people, and want to help shape the future of the sport in the UK, this could be your next move.

This role sits at the heart of our organisation, combining four critical pillars:

- **Growing and Strengthening Membership**
- **Leading Membership Operations**
- **Using Insight to drive better decisions**
- **Leading Marketing & Communications**

***ROLE OVERVIEW***

# ***JOB DESCRIPTION***



*Growing and strengthening Membership to build a thriving inclusive community.*

## **Growing and Strengthening Membership**

You'll lead our membership strategy from start to finish.

That means:

- Creating a clear plan to attract new members and keep existing ones engaged.
- Improving the member journey, from first jump to renewal and beyond.
- Running targeted campaigns that connect with skydivers.
- Working closely with drop zones, members and volunteers to build a thriving, inclusive community.
- Making sure member experience stays front and centre across the organisation.

***KEY RESPONSIBILITIES***

# ***JOB DESCRIPTION***



*Leading Membership Operations: overseeing initiatives for membership services and events*

## **Leading Membership Operations**

You'll oversee the practical delivery behind the scenes.

This includes:

- Competitions and events.
- Day-to-day member services.
- Membership communications.
- Working with drop zones to roll out national initiatives.
- Managing the Membership Services team, Events & Competitions team, and Marketing Executive.
- Collaborating with Safety, Finance and Compliance to keep everything aligned.

***KEY RESPONSIBILITIES***

# ***JOB DESCRIPTION***



*Insight and System: Collaborating with our analyst to use data to lead action*

## **Using Insight to Drive Better Decisions**

We want to use our data properly, and you'll help lead that.

You will:

- Work with our analyst to turn data into action.
- Report clearly to the CEO and Board on membership trends and performance.
- Improve how we use CRM systems and digital tools.
- Help modernise communications with smarter member journeys and self-service tools.

***KEY RESPONSIBILITIES***

# ***JOB DESCRIPTION***



*Marketing and communications: Leading internal communications and shaping campaigns*

## **Leading Marketing & Communications**

You'll own our communications strategy.

- Shape campaigns that build our brand and grow participation.
- Lead and support our Marketing Executive.
- Oversee the Digital Magazine and other external suppliers.
- Tell the stories that capture the excitement of skydiving.
- Lead internal communications, working closely with the CEO and Board.
- Drive our brand refresh and ensure consistency across everything we publish.
- Create and edit key materials, from annual reports and AGM papers to press releases, videos and social content.
- Put in place a clear crisis communications plan so we're prepared when it matters most.

***KEY RESPONSIBILITIES***

# **PERSON SPECIFICATION** **BRITISH** SKYDIVING

## **Who We're Looking For**

You understand skydiving. You know the community. You care about the sport.

You might have worked in a National Governing Body before, or in a similar membership organisation, but you must understand how skydiving works in the UK.

You'll bring:

- Experience in growing membership or customer bases.
- Strong communication skills, written, visual and spoken.
- Confidence leading teams and projects.
- Experience using CRM systems and data to improve performance.
- A strategic mindset, but also the willingness to roll your sleeves up.
- Good judgement under pressure.
- A positive, practical attitude.

We need someone who can think big and deliver day to day.

**ESSENTIALS**

# ***PERSON SPECIFICATION*** **BRITISH** **SKYDIVING**

## **It Would Be Great If You Also Have**

- Experience as an active skydiver or load organiser.
- A coaching rating.
- Experience with systems like HubSpot.
- Knowledge of sport development pathways.

***DESIRABLES***

# ***PERSON SPECIFICATION*** **BRITISH** **SKYDIVING**

## **What You'll Need to Demonstrate**

- Integrity and accountability.
- The ability to build strong relationships across staff, volunteers and drop zones.
- Clear, confident communication.
- Resilience when handling sensitive issues.
- A genuine focus on improving member experience.
- A drive to innovate and improve how we grow and retain members.

***DEMONSTRATE***

# ***WHY JOIN US?***



## **Why join British Skydiving?**

This is a unique opportunity to help shape the future of skydiving in the UK. As we enter a new phase of transformation, this role will play a critical part in realigning British Skydiving as a modern, efficient and inspiring national governing body. You will work alongside a committed leadership team, passionate community, and dedicated staff, all with one goal: to help skydiving in the UK thrive.

***JOINING BRITISH SKYDIVING***

# ***WHAT WE OFFER***



## **What We Offer**

- £45,000 – £55,000 salary (depending on experience).
- Hybrid working (3 days in Leicester HQ).
- Travel to drop zones.
- Professional development support.
- Enhanced leave, medical insurance and other benefits.
- A passionate team who genuinely care about the sport.

***WHAT WE OFFER***

# ***HOW TO APPLY***

## **Application process**

Please send your CV, covering letter (max 2 pages) or a 90 second introductory video explaining your suitability for the role to:

Shasha Jackson – [hr@britishskydiving.org](mailto:hr@britishskydiving.org) | 0116 5047 292

## **Equal Opportunities**

British Skydiving is committed to equal opportunities and welcomes applications from all backgrounds. If you require any accommodations to support your participation in the interview process, please contact Shasha Jackson listed above. If you want to grow the sport, strengthen the community, and tell the story of skydiving with impact, we'd like to hear from you.

## **Key Dates**

Applications close: 12 Noon, Monday 16<sup>th</sup> March 2026\*

In-Person Interview: Thursday 19<sup>th</sup> March 2026

\*Please note that the advertisement may close early if a sufficient number of applicants meet the person specification

***APPLICATIONS***

The logo for British Skydiving is centered on a dark blue background. It features the word "BRITISH" in a bold, red, italicized sans-serif font. Below it, the word "SKYDIVING" is written in a white, outlined, italicized sans-serif font. A white curved line starts from the top left of the "S" in "SKYDIVING" and curves upwards and to the right, passing behind the "B" in "BRITISH".

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