

*HEAD
OF
MEMBERSHIP
ROLE PACK*

Closing date for applications is 12 NOON, Monday 5th January 2026

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A skydiver is shown in the process of landing in a body of water, likely a pond or lake. The skydiver is wearing a black helmet, goggles, and a harness. They are holding onto the control lines of a large parachute that has horizontal stripes of red, white, and blue. The parachute is partially inflated and is creating a large splash of water as it hits the surface. The background consists of a dense line of green trees and foliage. The overall scene is dynamic and captures a moment of high action.

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 the Association and whether Head of Membership 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 Parachute Training Organisations 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



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

The Head of Membership is a pivotal new leadership role at British Skydiving, designed to align the organisation's day-to-day delivery with the needs and experiences of its members.

This postholder will lead membership strategy and operational coordination of membership services, integrating service delivery, stakeholder engagement, and community development into one streamlined function. Reporting directly to the CEO, they will be responsible for driving membership growth, retention, and satisfaction, while ensuring the operational backbone of membership services runs smoothly and responsively.

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

- **Membership Engagement & Growth**
- **Membership Operations**
- **Insight & Systems**

ROLE OVERVIEW

JOB DESCRIPTION



Membership Engagement and Growth: Developing, managing and designing targeted membership campaigns

1. Membership Engagement & Growth

- Lead the development and implementation of a member growth and retention plan, from onboarding to renewal and advocacy.
- Design and oversee targeted membership campaigns and retention initiatives using data.
- Manage relationships with drop zones, clubs, and volunteers to build a thriving and inclusive community.
- Champion member experience improvements across all departments and touchpoints.

KEY RESPONSIBILITIES

JOB DESCRIPTION



Membership Operations: implementing progression-based initiatives for membership services and events

2. Membership Operations

- Oversee day-to-day membership operations including competitions, events, member services, and member communications.
- Lead the implementation of progression-based national initiatives in partnership with Dropzones
- Line-manage membership services, and event and competition team.
- Support cross-functional working with the Safety, Finance, Safeguarding/Compliance and Marcomms team to ensure alignment of delivery.

KEY RESPONSIBILITIES

JOB DESCRIPTION



Insight and System: Collaborating with Membership Services, Safety & Insight Analyst and Marcomms team

3. Insight & Systems

- Collaborate with Membership Services and Safety & Insight Analyst to utilise data for continual growth and development.
- Ensure timely reporting to the CEO and Board on membership metrics, member feedback, service efficiency, and service delivery KPIs.
- Work closely with the marcomms team to develop user journeys, self-service tools, and modernised communications.

KEY RESPONSIBILITIES

PERSON SPECIFICATION



Essential Qualifications and Experience

- Proven track record in skydiving membership/customer strategy, skydiving operations or skydiving service delivery
- Experience leading multi-stakeholder projects in skydiving
- Excellent interpersonal and communication skills with an ability to influence and engage at all levels
- Experience using CRM systems and data to shape strategy and measure performance
- Passion for delivering high-impact, member-centred services
- Lived or professional experience in skydiving or aviation-related activities
- Experience with managing teams and getting the best out of colleagues
- Visionary – “big blue sky” thinkers

PERSON SPECIFICATION



Desirable Skills and Attributes

- Experienced skydiver and load organising
- Hold a skydiving coaching rating
- Familiarity with HubSpot or similar membership platforms
- Understanding of sport development principles and pathways

DESIRABLES

PERSON SPECIFICATION



Competencies

- **Integrity and Accountability:** Upholds the highest ethical standards and inspires trust.
- **Analytical Thinking:** Identifies risks, trends, and solutions through evidence and insight.
- **Collaboration:** Builds strong, respectful relationships across staff, volunteers, and external partners.
- **Communication:** Creates an engaging narrative to build buy-in and uphold British Skydiving values.
- **Resilience:** Manages sensitive or high-pressure issues calmly and effectively.
- **Innovation:** Seeks out improvements in membership retention, growth and competition entries.
- **Member Focus:** Committed to ensuring positive experiences for new and existing members of the skydiving community.

PERSONAL QUALITIES

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'll 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

BENEFITS



Benefits

- Salary: £45,000 – £55,000 per annum
- Hybrid working arrangements, with three days in the office (Leicester) and occasional travel.
- Opportunity to shape Skydiving in the UK.
- Professional development and training support
- Inclusive, supportive workplace culture with a passionate team dedicated to advancing the sport of skydiving in the UK.
- Enhanced leave policy, medical insurance and other perks.

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 | 0116 5047 292

Equal Opportunities

British Skydiving is committed to equal opportunities and welcomes applications from all sections of the community. We particularly encourage applications from groups currently underrepresented in roles across sport. If you require any accommodations to support your participation in the interview process, please contact Shasha Jackson listed above.

Key Dates

Applications close:	12 Noon, Monday 5 th January 2026
First Interview:	Virtual, Monday 12 th January 2026
Second Interview:	In-Person, Thursday 15 th January 2026

APPLICATIONS



BRITISH
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The logo for British Skydiving is centered on a dark blue background. The word "BRITISH" is in a bold, red, italicized sans-serif font. Below it, the word "SKYDIVING" is in a white, outlined, italicized sans-serif font. A white curved line starts from the left of the "S" in "SKYDIVING", loops around the "B" in "BRITISH", and ends near the "V" in "SKYDIVING". In the bottom left corner, there is a white geometric shape consisting of a right-angled triangle with a line extending from its hypotenuse towards the top center.