



Head of Digital Membership

About Shine

Shine has established a great reputation for working with thousands of individuals and companies around the world to achieve greater gender balance. Founded by Anna Baréz-Brown and Caroline Whaley in 2013, Shine delivers transformative programs that empower women to reach the top and enable organisations to develop a style of human leadership that will accelerate business growth and build better workplaces.

The Launch of Shine On

We have great ambitions to continue growing the business and expanding our reach. As part of that, we have just launched our subscription-based digital platform, Shine On, which is destined to become the most valuable resource for women wanting to take control of their personal development.

The purpose of Shine On is to bring together female rising stars in business to build their collective confidence, influence and strength so that we can ignite a new style of inclusive leadership that will change organisations forever.

Our ambition is that Shine On will be the accelerator and beating heart of our work with women. It will deliver immediate impact to the business and has the potential to reach way beyond the individual or the organisation to be transformative for all women around the world.

The Role

We are now looking for a Head of Digital Membership to lead Shine On.

As Head of Digital Membership, you will be responsible for every aspect of lifecycle marketing which enables us to acquire, onboard, engage, and retain Shine On members. This involves delivering incredible value and owning every point of contact for our members.

This role is ideal for a consumer-obsessed, creative, confident and commercially driven individual who likely has a background in digital marketing, loyalty or CRM. We need somebody who thrives on collaboration and communication, can work efficiently with little oversight or management, and loves owning big projects from start to finish.

The role will inevitably evolve quickly as the platform grows and includes:

- Design and deliver the end-to-end experience for all members that drives deep and lasting community engagement.
- Create, manage, and execute content against a monthly editorial calendar that includes a wide range of programming and engagement opportunities including live events, videos, podcasts, tools, written content etc.

- Own the P&L for Shine On. Bring on new subscriptions through a range of digital marketing activities, PR and partnership opportunities.
- Actively seek out mutually beneficial opportunities through a variety of corporate and association partnerships.
- Coordinate, schedule, promote and host virtual live events and group coaching sessions hosted by Shine Leaders and speakers.
- Actively contribute to the ongoing conversations and discussions happening within the community that encourage our members to connect and contribute.
- Actively seek out member insights and track analytics that inform long-term strategy as well as tactical plans for the month ahead.
- Manage all technical aspects of Shine On including the host platform and plugins that enhance user-experience and back-end efficiency.

Who We're Looking For

- A hugely talented digital leader with experience of building smart, flexible platforms that are deeply human-centric and can grow with the organisation.
- Experience of successfully commercialising digital offerings through subscription, licensing or other creative approaches.
- Highly creative with a track-record of creating genuine human connection and impact through digital experiences.
- Understanding of building brands from young start-ups to successful businesses whilst maintaining the core essence of the company.
- A savvy marketer who loves to be very hands-on and is passionate about driving growth through smart digital marketing activities.
- Really connected with ability to leverage really interesting and commercially rewarding partnerships.
- A background in advertising and media industries an advantage but not essential.
- Full of energy and fun. Passionate (but not blinded) about women's empowerment and/or gender equality.
- Exceptional emotional and relationship intelligence with great ability to connect and communicate.

At Shine we have great ambitions, work hard, expect excellence and are deeply human, kind (and flawed!). The team works fully remotely (we always have, even before COVID) and are currently mostly in the UK. This person could be based internationally, as long as they could commit to UK and US time zones (our technical support is US West Coast-based). Salary is dependent on experience. We will flex to find the right person.