

# Local Government Association

**Director of Membership – Brief for Applicants**

**At a time marked by uncertainty and rapid change – the Local Government Association’s purpose shines brightest.**

**The LGA stands at the forefront of a transformative movement—one that is reshaping not only how the LGA operates, but how it delivers real impact to our local and combined authority members and their communities.**

**As a director in the LGA, you are not just joining an organisation—you are stepping into the engine room of national change, where your leadership will help shape a future in which every community can thrive. The LGA’s bold transformation is about more than structures and systems; it is about unleashing the collective power of local government to tackle inequality, exclusion, and hardship at their roots, and to champion opportunity and hope for all.**

**Here, your strategic vision and drive will help shape national improvement, influence policy at the highest levels, and deliver real-world outcomes that matter—ensuring local government remains resilient, relevant, and a force for good in people’s lives.**

**This is your chance to be part of a movement that is not only responding to the challenges of today but actively shaping the landscape of tomorrow. If you are ready to lead with vision, courage, and purpose, the LGA offers a platform where your influence will drive far-reaching change and impact.**



***“Thank you for your interest in becoming our Director of Membership.***

***You’re considering joining us at a truly pivotal moment—one where your leadership can help shape the future of local government and transform lives across the country.***

***With the LGA Board’s recent approval, we’re embarking on a bold journey to build an organisation that doesn’t just respond to change but drives it.***

***The sector is experiencing its greatest transformation in half a century. Now, more than ever, local government needs the LGA to stay agile in a rapidly shifting landscape, support local authorities facing unprecedented pressures and retain and grow our influence and impact.***

***Our new Future Operating Model is the catalyst for this transformation. It will empower us to amplify our impact for members, influence government, and make a real difference in communities nationwide. It connects us directly to our purpose, vision, and strategic goals—ensuring we can deliver lasting change.***

***Together, we can create a legacy of thriving communities and improved lives and I look forward to shaping that future with you.”***

**Joanna Killian – Chief Executive**

At the LGA, our purpose is clear and ambitious: to strengthen local government so that every community can thrive. We are the driving force behind a sector that shapes the future — championing innovation, resilience, and opportunity at every turn.

We are the trusted national voice and bold advocate for local government, ensuring our members and associates have the resources, powers, and support to deliver real, lasting impact for people and places.

Now is your moment to lead. Your vision and drive are needed to ignite change, break new ground, and shape a legacy where every community prospers.

Your leadership will define the future.

### Our purpose

The LGA exists to strengthen local government so communities thrive

### Our vision

This means championing and being the voice of local government, ensuring it has the resources, powers and support to deliver the best possible outcomes.

### Our goals

To champion and represent local government

To continually improve local government

To inspire and promote innovation in local government

To maintain a strong and sustainable LGA

Medium-term Financial Strategy

Business Plan

Communication and Engagement Strategy

Asset Plan

Strategic People Plan

Digital Plan



Collaboration



Inclusion

### Our values



Ambition



Respect

The **Director of Membership** reports directly to our Chief Executive and is **accountable** for:

**Championing Member Engagement & Value**

- Leading the transformation of the membership experience, ensuring every member authority—councils, elected members, combined authorities, associate members and strategic partners—feels heard, supported, and represented.
- Developing and delivering a compelling, clear membership offer that is tailored to the diverse needs of all members, reinforcing the LGA's role as a politically led, member-driven organisation.
- Building and nurturing trusted, long-term partnerships with local authorities across the country, embedding their voice at the heart of the LGA's work and ensuring our services reflect their evolving priorities.

**Driving Strategic Insight & Advocacy:** Surfacing and embedding real-world insights across the organisation—both known and emerging sector challenges—into national advocacy, shaping policy and influencing government decisions and supporting the shift towards strategic, evidence-led commissioning, with the Strategic Policy Oversight Committee central to this transformation.

**Owning Organisational Strategy & Collaboration:** Taking responsibility for the development and ownership of the LGA's strategy, working collaboratively across directorates and with regional relationship managers to secure buy-in and support for key initiatives. Facilitating and delivering high-impact projects that require strategic organisational design and cultural transformation within the membership directorate and across the wider membership network.

**The Central Hub for Governance & Support:** Serving as the central hub for governance, administrative, and secretarial support within the LGA, ensuring seamless operations and high-quality service delivery. Lead preparations for Local Government Reorganisation (LGR), working closely with local authorities and providing expert guidance from the LGA.

**Elevating the Membership Proposition:** Owning and continuously enhancing the value proposition for membership, ensuring it is visible, relevant, and responsive to member needs. Address current challenges—such as clarifying the membership offer and improving customer focus—by implementing innovative solutions that deliver measurable impact.

The **Director of Membership** requires a blend of **strategic leadership** and excellent **interpersonal skills**, with a deep understanding of the unique dynamics of the Local Government Association environment.

Your knowledge and experience will demonstrate:

- **A Member-Led Mindset:** Deep understanding of the importance of acting as the “voice of the member” within senior leadership, ensuring member needs and priorities are understood and considered in all decisions, with experience engaging with networks and facilitating opportunities for members to connect and collaborate.
- **Relationship Excellence:** cultivating strong, trust-based relationships with member authorities – councils and elected members, Welsh LGA, Fire Authorities, National Parks, Police and Crime, Combined Authorities and other regional relationships like Mayoral Strategic Authorities— ensuring high-quality engagement, tailored support, and strategic responsiveness
- **Membership Management Expertise:** Extensive experience in a membership-focused role, with a track record in driving membership growth and improving retention rates, maintaining trust, relevance, and value for our members in shaping services that reflect their evolving needs which is a critical part in maintaining the LGA's relevance and value.
- **Strategic Planning and Implementation:** Knowledge of developing and executing comprehensive membership strategies that align with the organisation's Purpose, Vision and strategic objectives. This includes an ability to analyse trends, member data, and identify new opportunities or threats within the sector. You will facilitate, lead and deliver initiatives and projects for membership that require strategic organisational design, collaboration across other directorates and engagement with the membership to secure buy-in and support
- **Governance and Regulatory Understanding:** Familiarity with the legal and operational implications required in reporting to Boards and committees to deliver exceptional member services, managing inquiries and complaints, and fostering a member-focused culture across the organisation.



## Your **skills** and **abilities** will include:

- **Persuasive, values-driven communication:** Delivering compelling presentations and messaging that inspire action and reflect organisational values.
- **Sophisticated interpersonal agility:** Adapts style to bring out the best in Board members, strategic partners, and executive teams, fostering collaboration and momentum.
- An **excellent leader of people** who drives change, improves capability, leads across boundaries, and builds diverse, inclusive, and multi-disciplinary teams.
- **Facilitation of complex, creative thinking:** Creating spaces for exploring bold ideas, balancing perspectives, and driving progress.
- **Advanced influencing and advocacy:** Champions policy and practice positions using a wide range of advocacy and relationship-building skills.
- **High intellectual and analytical capacity:** Harnesses diverse data and intelligence to generate evidence-based insights and influence public policy.
- **Strategic foresight and innovation leadership:** Leading horizon scanning, scenario planning, and the adoption of emerging technologies to future-proof the organisation, modelling openness and curiosity towards emerging technologies and their potential adoption at the LGA. Ensure the organisation has the strategic investment in capabilities and resources to embed technological change and improvement on a continual basis; within safe and ethical parameters.
- **Manage Directorate and organisation wide recourses:** stewarding the organisation's resources with strategic foresight, financial prudence and ethical accountability, ensuring that every investment in your Directorate drives organisational sustainability and long-term value to our members.
- **Lead in a political environment:** Navigating complex multi-stakeholder group dynamics with integrity, diplomacy, and foresight, strengthening the LGA's reputation as the voice of the sector.
- **Maximising Performance:** Demonstrate strong performance against strategic objectives and KPI's, creating an environment where ambition and excellent performance are valued and recognised and where underperformance is addressed swiftly and decisively. Cultivating an evidence-based understanding of what behaviours and practices create high performing teams, set the tone and hold your Directorate to account for the way services are managed.
- **Lead continuous development:** Challenging your Directorate to drive continuous improvement and organisational learning and create conditions where it's easy to make strategically-aligned change happen by helping to break down barriers.

Your **personal behaviours demonstrate** that you:

- Are a **natural partnership-worker** with warmth and curiosity.
- Have a personal presence that immediately **secures trust** and **respect**.
- Have high **emotional intelligence** and can manage different stakeholder needs with sensitivity and care.
- Are **confident** when convening stakeholders around difficult issues and systemic challenges.
- Have **scrupulous conscientiousness** and attention to detail with strong integrity.
- Bring **maturity of judgement**, are calm and a respectful listener.
- Will **amplify the strategic vision** for the organisation, making it clear, meaningful and energising for diverse audiences internally and externally.
- Have a **deep understanding of LGA values** and that your behaviour intentionally shapes and models those values to create an inclusive, accountable and high performing organisational culture.
- Empower others to make decisions and develop their skills by integrating **coaching behaviours** into your leadership style.

**You will have a relevant degree, MBA, MPA, professional qualification or equivalent experience with proven experience in a senior level strategic leadership role, preferably within the public sector, government, or a similarly complex environment and have current Board Level experience and interaction.**



- At the LGA we celebrate diversity and are committed to creating an inclusive environment for all employees where everyone is treated with dignity and respect. Our recruitment decisions are based on fair, open competition, with appointment on merit.
- We use anonymous recruitment, which is the practice of hiding candidates' identities. This process involves removing any identifying information from candidates' applications which includes names.
- The LGA are proud to be awarded a "Disability Confident Leader". Please contact us via [Recruitment@local.gov.uk](mailto:Recruitment@local.gov.uk) if you require a reasonable adjustment, which is a change to the format or conditions of the recruitment process to accommodate any disability-related needs you may have.
- The closing date is **5.00pm** on **5<sup>th</sup> January 2026** and interviews will take place on **Early January 2026**.
- **Salary:** £127,213 - £142,913 (plus £4,318 London Allowance if office based) (LGA Grade 10)
- LGA Benefits include:
  - 29 days annual leave rising to 31 days after three years' service and to 33 days after five years' service, plus all UK public holidays (pro rata for fixed term and part time contracts).
  - Flexible & Agile working – office-based staff are required to work in the LGA's London office two days per week as a minimum, subject to business need and this may vary significantly between different roles
  - The LGA offers 24/7 access to a free, confidential employee assistance programme managed by "Your Care via Vivup". This service is also available for dependants.
  - Family friendly policies
- For more information, please view our webpage <https://www.local.gov.uk/benefits-and-working-lga>

