

Job Description

**Dundee
& Angus**
CHAMBER OF
COMMERCE



Post Title: **Membership Manager**
Reports to: **Chief Executive**
Primary Role:

To recruit new members from across the business spectrum, retain and support wider account management of existing members, maintain a net positive increase in membership numbers and membership income against target.

Overview of the role:

As the leading business membership organisation in Dundee & Angus, and part of the worldwide long-established Chamber of Commerce brand, we have over 700 business members who between them employ around 50,000 people. We work hard to help provide members with the business connections and opportunities they need to flourish.

We represent our members' views and use our collective voice to influence opinion makers. We are passionate about Dundee and Angus and promote it as a world-class destination, helping the local business community to thrive.

The Chamber generates its income primarily from its members, public contracts, services and events. As a membership organisation, membership fees, members' ideas and engagement, are crucial in the continued success for the Chamber. As the Membership Manager it is your primary aim to explain to non-member businesses the advantages of joining the Chamber and its relevance to them and to ensure that the vast majority of existing members are retained and engaged.

Using an ever-increasing package of benefits and endorsements created by the whole DACC team, it will be your role to ensure members maximise use of these services, and to sign up new member usage.

This role is high profile within the business community and you will be expected to represent the Chamber brand in a positive, engaging, energetic and above all professional manner.

With overall responsibility for the P&L of the membership function you will be expected to work with the Member Services Team to retain existing members and to provide a professional welcome of new recruits to the Chamber.

(As at January 2022)

Primary Responsibilities and targets:

- Lead member recruitment operations
- Plan membership growth
- Monitor and report on recruitment activities and the impact of changes on membership income
- Support membership retention activities and make member business to business connections
- Manage the team of Account Managers
- Achieve annual membership income targets
- Support annual membership retention rates
- Achieve year on year growth in membership
- Relationship-manage the Chamber Partners programme

Team Responsibilities:

- Assist in developing and reviewing relevant services for members
- Actively seek, and highlight to colleagues, leads for commercial income (sponsorship, advertising and other potential income streams)
- Work with the Chief Executive and the rest of the team to achieve business plan targets approved by the Board of Directors
- Uphold the Chamber's vision, aims, purpose and objectives and be a good ambassador for the organisation
- Such other duties as the Chief Executive may reasonably direct

Customer focus and team working

Adopt a highly customer focused approach with members, partners and stakeholders. Be a collaborative and supportive colleague within the Chamber team and actively contribute to a positive and friendly working environment. Coach and support interns and colleagues on work placement to get them involved with membership and the function of the Chamber network.

Cost effectiveness and efficiency

Plan and organise activities, appointments, travel and expenses etc to achieve good value for money, minimise running cost and make efficient use of time. Allocate personal time carefully in the context of the membership income it will achieve or sustain.

Team bonus

Generating net income growth is primary to this role. There will be team targets set (to meet business requirements) and overall bonuses will be paid against these targets. Bonuses will be paid at the discretion of the Board of Directors, based on reporting by the Chief Executive.

Essential Experience & Skills:

- Proven track record in a sales/business development role with related targets [L][SEP]
- Substantial experience/track record in building and maintaining customer relationships and business partnerships [L][SEP]
- Evidence of achievement of business development targets
- Knowledge and experience of managing project milestones and deliverables [L][SEP]
- Highly developed interpersonal, communication and customer care skills
- Competent in the use of customer relationship management systems
- Strong networking & presentation skills
- Strong organisational skills
- Excellent written and oral communication skills suited to a wide range of audiences
- Strong digital & social media marketing skills
- Solutions oriented approach
- Energy and commitment to achieve defined goals
- Good team player
- Competent in the use of IT systems in particular, Microsoft Word, Excel and PowerPoint
- A demonstrable ability to negotiate, persuade and influence others
- Flexible approach to working hours (evenings)
- Ability to work on own initiative, manage own time, prioritise and meet tight deadlines
- Self starter with an ability to innovate
- Calm and professional manner
- Confidential and discreet
- Driving license

Desired Experience & Skills

- Consultation and negotiation skills in a commercial environment
- Creative problem solver
- A working knowledge of market research [L][SEP] activity [L][SEP]
- Event management experience
- Knowledge of the political environment and how that relates to business, locally & nationally

The role will involve some evenings and out of hours responsibilities such as events preparation & support, event hosting/presentations/attendance and break down.

Travel will be primarily within the Dundee and Angus region.

(As at January 2022)

Key Tasks

Recruitment

- Contact businesses in a systematic, disciplined and visibly accountable manner to persuade them of the benefits of membership
- Identify and arrange meetings with potential new members' decision makers
- Using the CRM, develop and work through a highly targeted pipeline of potential members, to ensure the profile of members is representative (in terms of business size, sector and regional base)
- Manage and develop the membership offer - involving the CEO, the rest of team, the board of directors, Scottish Chambers of Commerce and appropriate service providers
- Sustain and grow membership income levels against target and help identify new and relevant income generating opportunities.
- Promote the work of the Chamber at every opportunity

Retention

- Support the Account Managers in the plan to retain & engage existing members to secure their continued membership, including certificate presentations and attendance at events
- Work with colleagues to ensure that members and prospective members are made aware of the range of services available through good use of all available communication channels
- Support the maintenance of long-lasting relationships with members who are strong influencers in the local business community and connecting members to other members for business benefit. Be a strong and effective sign-poster of new and useful contacts for members.
- Support the relationship management the Chamber's Platinum & Enterprise Partnerships including recruitment of new Partners and ensuring Service Level Agreements are in place for existing ones

Networking/Promotional/Marketing

- Liaise with other business support agencies and initiatives to promote Chamber membership and services amongst the business community
- Contribute positively to the development and maintenance of adequate marketing materials to promote Chamber membership
- Contribute positively to the Chambers publicity materials including the monthly Membership e-newsletter
- Help manage, develop and administer member communications including information on regular member events
- Actively help with the planning and design of member events, in conjunction with the Events & Marketing Manager, to ensure that they satisfy, excite and inspire members
- Present/host at events and speak publicly
- Establish relationships with other Chambers' membership managers; create a collaborative environment for best practice sharing.

(As at January 2022)

Monitoring/Reporting

- Provide support to the Chief Executive
- Champion the use and maintenance of the CRM and other internal systems to manage the membership database, internally and externally, to ensure all member activity is recorded
- Identify and action topical and timely opportunities for the benefit of members
- Produce reports with the Member Services Team showing the results of membership recruitment, retention, and non-renewals, briefing the CEO who then reports to the Board.
- With the Member Services Team, interpret membership recruitment and retention statistics and review member research and benchmark against other relevant organisations (e.g. IOD, FSB, professional associations and other Chamber organisations etc) and make appropriate recommendations.
- With the Member Services Team and Account Managers, follow-up member resignations and produce reports on why members lapse

Benefits

Salary £28,500 - £30,000

Base salary will be offered dependent on experience, and will include completion of a successful 6-month probationary period

Discretionary bonus may be paid, depending on business year end results, as agreed by the Board

Expenses covering travel and associated business outlays will be paid each month, in arrears

Health Cover under the Westfield Health Chamber Plan will be provided

Annual leave entitlement is 33 days holiday (includes 4 public holidays over the festive period)

Pension Plan provided with optional opt out