

Job Description and Person Specification

Job Title	Membership Manager
Reporting to	Head of Membership
Job Location	Inverness
Job Purpose	
<p>This role is focused on building relationships with Inverness Chamber's member organisations, ensuring that membership is delivering value and helping members achieve their business objectives, resulting in membership retention through annual renewal. The job-holder is responsible for account management of members, developing a clear understanding of each member's needs and requirements to ensure that Inverness Chamber services provide value to them, while working to connect, support and represent members through both our operational and communication strategies. Inverness Chamber has recently introduced a new focused membership model which allows member organisations to choose how they wish to engage with us. We also have a new CRM system and the Membership Manager will be responsible for working with colleagues to ensure all interactions and activities are captured in order to produce value statements for members.</p>	
Main Responsibilities	
<ol style="list-style-type: none"> 1. Develop and manage effective, professional relationships with Inverness Chamber members, delivering clear value and direct cost savings to them 2. Achieve membership goals and grow the overall membership in line with Inverness Chamber's business strategy 3. Promote the Chamber's business services to help deliver support for our members 4. Conduct regular membership retention calls and meetings in line with our touchpoint strategy 5. Prospect and qualify leads and conduct sales presentations resulting in new members 6. Continue to build relationships with not yet renewed and lapsed members 7. Develop expert knowledge of all member benefits and services 8. Undertake regular reviews of member benefits, identify opportunities for enhancing the proposition and produce value statements for each member 9. Produce new member induction toolkits 10. Improve new member involvement and engagement in Chamber activities 11. Maintain accurate and up to date membership records 12. Actively record membership activity and interactions in the CRM system 13. Prepare monthly membership reports and renewal invoices, working with the Head of Membership 14. Represent Inverness Chamber at events, functions and meetings 15. Contribute to the development of Inverness Chamber by suggesting ideas that improve customer service 16. Continuously improve the membership package and the service that is offered to members 17. Raise awareness of Chamber services and secure increased use of services through our communication strategy. 18. Promote the Chamber, its services and its members through the Membership Monthly e-newsletter, with input from departmental colleagues, and manage the publishing of members' news including the Member of the Week campaign 19. Work with the Events Manager to co-ordinate content and production of the Chamber's quarterly magazine 'inbusiness', including editing copy 20. Along with colleagues, use social media to communicate with members and the wider Highland business community as per the Chamber's communication strategy – post relevant articles, maintain a profile and build a professional network and social media presence. 	

General Responsibilities

Any other duties as required by the Chief Executive. Due to the 'team ethos' of Inverness Chamber of Commerce a wide range of support activities or tasks will be expected to be undertaken in response to reasonable requests from any colleagues. This position requires some travel locally and regionally and an occasional commitment to working outside normal working hours.

Person Specification: Membership Manager

Requirements	Essential or Desirable
Qualifications / Education / Training Business related qualification	Desirable
Experience Proven track record of operating in private sector. Experience of public sector partnership and third-party working. Sales track record with proven experience of meeting or exceeding targets. Proven track record in business-to-business account management or relationship role.	Desirable Essential
Knowledge Understands the benefits of partnership working and is able to work with other organisations and individuals to identify opportunities which are mutually beneficial.	Desirable
Skills & Competencies Passionate and motivated, with a can-do attitude Good planning skills Good, accurate written communication skills Strong interpersonal and verbal communication skills Good networking skills Ability to develop effective working partnerships Team working Business and sales orientation - persuasion, negotiation Self-development and learning Autonomous working.	Essential
Personal Attributes Drive and pro-activity Decision making Tact and diplomacy Organisational and administrative ability Time management and prioritisation.	Essential