

**November 2023**

**Inverness Chamber of Commerce – Head of Membership**

Thank you for the interest you have shown in the above role.

This is an exciting time for Inverness Chamber of Commerce. I have been in post since May 2023 and 50% of our board members joined around the same time. We are beginning to develop our strategy for the next five years which will focus on how we can support our member businesses better, and how we can help to improve the environment in Inverness and the Highlands for businesses to thrive. We also host the Scottish Government’s Developing the Young Workforce programme and we are working hard to integrate that programme more successfully with the Chamber and to ensure that we are supporting their School Co-ordinators, who work remotely, while creating innovative employer engagement activities for young people in a range of growth and emerging sectors.

You should find everything you need in the following Job Description and Person Specification but if you need further information, or would like an informal conversation before applying, then please contact me at [colin@inverness-chamber.co.uk](mailto:colin@inverness-chamber.co.uk)

To apply please email me with your CV and a short covering letter (maximum 1000 words) which outlines why you would like to be the Inverness Chamber of Commerce Head of Membership, why you think you are suitable for the post and how your experience to date matches the person specification. The closing date for applications is Friday 15th December 2023 and initial interviews are likely to be in the week of 8th January 2024.

I look forward to hearing from you.

Yours faithfully

Colin Marr

Chief Executive

Inverness Chamber of Commerce



**Inverness Chamber of Commerce**

**Background**

**Inverness Chamber of Commerce**

Inverness Chamber of Commerce is one of the region’s main business support organisations. We are a membership organisation and our member businesses are drawn from a number of sectors and range in scale from sole traders to multi national plcs.

We organise events for our members to network and connect to each other, lobby on their behalf, create opportunities for them to speak to local and national government, and help to raise their profile. Above all we try to create an environment in which the business community of Inverness and the wider Highlands can thrive.

We also manage **Developing the Young Workforce Inverness and Central Highland (DYWICH)** whichis a national network ofindustry led groups tasked with strengthening and developing employer engagement with education. We engage directly with key stakeholders, including educators, to understand how businesses can better prepare our young people for the world of work and we use this knowledge to enhance and expand engagement and partnerships between schools and the business community.

**Head of Membership**

Our Head of Membership is a well established and key role and is responsible for attracting new members and for ensuring that we are successfully delivering services to our current members. The membership department is our main route for connecting with our members and plays an essential role in shaping our services to ensure that they are relevant and of value.

**Marketing and Communications Manger**

**Job Description**

**Job Title**: Head of Membership

Salary: circa £32,500 dependent on experience per annum for a full time role (35 hours per week)

Location(s): Inverness

Contract: This is a permanent post for 35 hours per week.

Our hybrid working policy allows for a proportion of work to happen at home but we expect a minimum of 50% of hours to be spent in the office. Work at home during the first six months of employment is only allowed in exceptional circumstances.

**Responsible to**: Chief Executive Officer

**Responsible for:** Membership Manager

**Overall Purpose of the Post:**

The Head of Membership leads on all our interactions with our member organisations. There are two main goals:

1. to build strong relationships with all our members, to ensure that membership is delivering value, and to help members achieve their business objectives
2. to grow the membership of the Chamber by retaining current members and attracting new members

The membership department is responsible for account management of members and ensuring a good level of communication with each member throughout the year, therefore developing a clear understanding of each member’s needs and requirements to ensure that Inverness Chamber services provide value to them. These services might include connecting them with other members, helping to promote their business or services and, if appropriate and in line with overall Chamber policy, to help advance their business agenda to local and/or national government.

**Responsibilities and Key duties**

**Leadership, Management, Planning & Reporting**

* Along with the Chief Executive, and other senior staff, develop a strategy for membership that will specifically:
  + increase the number of new members
  + improve the retention rate of existing members
  + agree an annual target for the overall number of members and achieve that target
  + improve the satisfaction level of members
  + ensure a minimum number of annual contact points with each member
  + in so far as possible ensure that each member is using services that the Chamber can offer to help achieve their business aims
  + improve the overall business environment in the region
* alongside the membership manager deliver that strategy
* review the membership benefits on a regular basis and make recommendations for their improvements
* review the price of membership on an annual basis and make recommendations for changes

**Day to day activities**

* Ensure that all members, and particularly new members, achieve the most from their membership through induction and involving them in Chamber events
* Ensure that all appropriate membership administration is undertaken – including recording interactions on CRM, preparing accurate and timely invoicing for membership for execution by our finance manager and writing reports for our board on membership performance
* Prospect and qualify leads and conduct sales presentations resulting in new members
* Continue to build relationships with not yet renewed and lapsed members
* Ensure that any members’ complaints or service delivery issues are resolved quickly
* Maintain expert knowledge of all member benefits and services
* Raise awareness of additional Chamber services to our membership and increase sales of these services
* Represent the Chamber at events, functions and meetings, as appropriate.
* Record interactions with members on social media as appropriate to promote both the member’s business and the Chamber of Commerce
* Develop knowledge of all member businesses to be able to facilitate meaningful business connections
* Play your role as a senior member of the Chamber of Commerce staff

**Performance indicators**

* Increase in overall Chamber membership
* Increase in member satisfaction
* Improvement in member retention rates

The job description is not exhaustive, the post holder may be asked to undertake and perform other responsibilities and duties which are appropriate to the scope and seniority of the post.

All of the responsibilities and duties are to be carried out according to the Inverness Chamber of Commerce’s standards, policies and procedures.

The post will require some travel locally and regionally and will require some activity outside of normal working hours.

**Person Specification**

**KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED**

**We have listed below some of the education and qualifications/ experience / skills and abilities and personal qualities we think are required to do this role. We don’t expect anyone to have all of these attributes – if you can tick the box on most of these, we would be delighted to have your application.**

**Experience**

* Our members’ businesses vary greatly in sector and scale so experience of working within a variety of business environments would be advantageous
* Working within a business support organisation
* Sales track record with proven experience of meeting or exceeding targets
* Proven track record in business-to-business account management or relationship role
* Managing a small team
* Income budget management

**Skills / Ability**

* Strong organisational skills
* Strong interpersonal and verbal communication skills
* Excellent communication and presentations skills in writing and in person
* Good networking skills
* Ability to develop effective external working partnerships
* Ability to work collaboratively
* Working knowledge of MS Office

**Personal**

* Ability to work on own initiative, manage own time, prioritise and meet tight deadlines
* Personable with the ability to get along with a wide range of people
* The ability to connect people together
* A knowledge of the Highlands of Scotland and the regions’ businesses