

March 2025

Inverness Chamber of Commerce – Membership Executive

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

This is an exciting time for Inverness Chamber of Commerce. Along with our Board of Directors, we have developed an ambitious strategy for the next three years with our focus on supporting our members and helping to improve the business environment in Inverness and the Highlands for businesses to thrive. We hope to see membership grow by around 50%.

We also host the Scottish Government's Developing the Young Workforce programme, 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 eilidh@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 Membership Executive, 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 **Wednesday 9th April 2025** and initial interviews are likely to be in the week of **21st April 2025**.

I look forward to hearing from you.

Yours faithfully,

Eilidh Alexander
Head of Membership
Inverness Chamber of Commerce

Inverness Chamber of Commerce

Background

Inverness Chamber of Commerce

Inverness Chamber of Commerce is the region's main business support organisation. We are a membership organisation, and our member businesses are drawn from a number of sectors and range in scale from sole traders to multinational 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)** which is a national network of industry 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.

Membership Executive

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. The Membership Executive will support the Head of Membership in attracting new members and successfully delivering services to our current members.

This will involve frequent contact with our members, in person, via email and over the phone, and at both Chamber and non-Chamber events.

An overview of what this looks like can be found in this article - <https://inverness-chamber.co.uk/stronger-together-how-inverness-chamber-helps-highland-businesses-thrive/>

Membership Executive

Job Description

Job Title: Membership Executive

Location(s): Inverness

Salary: £27,810 per annum, dependent on experience

Holidays: 32 days (including public holidays)

Benefits: Enrolment in Chamber Health Cash Plan, 5% employer pension contribution

Contract: This is a permanent, full-time post for 35 hours per week.

Our hybrid working policy allows for a proportion of work to happen at home, with the expectation that a minimum of 50% of hours are spent in the office. The nature of this role requires regular meetings with existing and prospective members, in person whenever possible, and collaborative working with colleagues. Therefore, the reality is that the majority of this role is office-based. Work at home during the first six months of employment is only allowed in exceptional circumstances.

Responsible to: Head of Membership

Overall Purpose of the Post:

The Membership Executive, alongside the Head of Membership, is responsible for supporting our member organisations through regular contact, facilitating connections and championing members' successes. 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 the account management of 300+ members across 27 broad sectors. It is vital that a good level of communication is maintained with each member throughout the year so that we can develop a clear understanding of our members' needs and ensure that Inverness Chamber is delivering value and helping the local business community thrive.

Responsibilities and Key duties

Planning & Reporting

Along with the Head of Membership, the Membership Executive will be responsible for the delivery of the membership strategy, specifically:

- Increase the number of new members
- Improve the retention rate of existing members
- Where appropriate, upsell membership services/upgrades
- Provide excellent service to ensure member satisfaction
- Ensure the minimum number of annual contact points with each member is met
- Empower members to use all the services and benefits available to them as part of their membership package
- Work to improve the overall business environment in the region
- Be part of reviewing the membership benefits on a regular basis and making recommendations for their improvements

Day to day activities

- Develop knowledge of all member businesses to be able to facilitate meaningful business connections
 - Maintain expert knowledge of all member benefits and services
 - Represent the Chamber at events, functions and meetings, as appropriate
 - Support the Marketing and Communications Manager in raising the profile of Chamber members through social media posts, blog entries on the Chamber website, by helping to collate news, events and vacancies for our weekly newsletter and managing “Member of the Week” marketing campaigns
 - Support our International team by providing absence cover for Certificates of Origin Documentation – full training will be given for this
 - With the support of the wider Chamber team, lead on the organisation and collation of submissions for ‘*inbusiness*’, our bi-annual takeover of Executive magazine
- Along with the Head of Membership:
- 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 (but not limited to) recording interactions on our CRM, managing membership subscriptions, including calling members to discuss renewals, and preparing accurate and timely membership invoices for execution by our finance manager
 - Prospect and qualify leads and conduct sales presentations, resulting in new members
 - Ensure that any members’ complaints or service delivery issues are resolved quickly
 - Raise awareness of additional Chamber services to our membership and increase sales of these services

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 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
- Experience working within a business support organisation and a proven track record in business-to-business account management or customer relationship role
- Experience in using a CRM system, ensuring that records are kept up to date and accurate
- Sales track record with proven experience of meeting or exceeding targets

Skills / Ability

- Strong organisational skills and the ability to work on own initiative, manage own time, prioritise and meet tight deadlines
- Strong interpersonal, verbal and written communication and presentation skills
- Good networking skills and ability to connect people together
- Ability to develop effective external working partnerships and internal collaborative working
- Problem solving skills and creative thinking
- Working knowledge of MS Office

Personal

The Membership Executive, alongside the Head of Membership, is the first point of contact for most of our members. This role requires someone approachable, with a genuine interest in helping our members, and the ability to build strong relationships with a wide range of people. We are a small team who work collaboratively, so it is important that you're a team player with a can-do attitude.

A knowledge of and a passion for the Highlands of Scotland and the regions' businesses is imperative, as is a willingness to learn about each of our members so that we can facilitate

meaningful connections and provide support in the areas required. We organise a variety of events throughout the year, from our regular networking lunches to our Flagship Highland Business Dinner and Highland Business Week, which require greeting and hosting businesses from within and out with our membership.

In line with our business strategy, a key part of this role is to assist with growing Membership. The ideal candidate will be driven to meet/exceed targets for member retention and bringing in new members.