

Membership Manager

Role Summary:

Based at our offices in Cuffley, Hertfordshire, the Trade Association Forum is responsible for the development of best practice among UK trade associations, promotion of trade associations to government, industry and with the public.

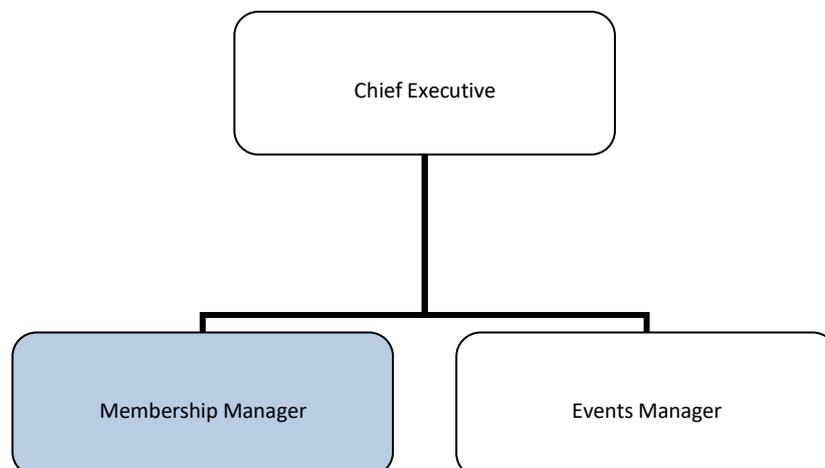
As Membership Manager you would enjoy a varied and stimulating range of work alongside and supporting the Trade Association Forum Chief Executive and the Events Manager. It is a fantastic opportunity to join the organisation at an exciting time of expansion.

The highly focussed role will be an important link between The Forum and its members and will take the lead in attracting new subscription income. You will also be responsible for retaining existing members by communicating and delivering the benefits of membership and demonstrating value.

Key Responsibilities:

- Manage the administration of the membership and all its associated activities, including proactive recruitment and member retention through relationship management.
- Provide a second to none member experience.
- Gather and report on market information/intelligence to inform strategic and operational decisions on member services.
- Responsible for the Forum's e-newsletters and other appropriate member communications.
- Maintenance of electronic membership database.
- Manage relevant social media output.
- Management of appropriate Forum website content.
- Supporting relevant Forum Committees and events.
- Promotion of the Association, in co-operation with other resources as appropriate.

Context:



Membership Manager

Internal Contacts: Chair and Board, all TAF Staff

External Contacts: Trade Association personnel at all levels in all Trade Associations, whether members or non-members, public officials and other commercial organisations.

Knowledge & Experience:

What an individual must know or understand to be able to fulfil the role's requirements

- A relevant degree and/or experience of the trade association world, with several years' experience of working in a membership organisation;
- Strong networking skills and an ability to engage with all stakeholders;
- Professional manner;
- Numerate and able to analyse member surveys, data etc.

Skills:

The practical actions required in order to be able to fulfil the role's requirements

- Excellent organisational skills;
- Commercially minded;
- Excellent IT skills (MS Office and CMS);
- Excellent oral and written communication skills;
- Customer focused with high degree of customer care ability;
- Ability to prioritise effectively and multi-task;
- Proven administrative skills;
- Strong interpersonal skills;
- Enthusiastic and friendly and able to work as part of a small team in an open environment;
- Ability to work both alone and in a small team and adhere to deadlines.

Person Profile:

The behaviours and characteristics required in order to be able to fulfil the role's requirements

The post holder must be a dynamic self-starter with a strong customer focus and be proactive as well have having excellent written and verbal communication skills. They should be solutions-focussed and able to work on their own initiative. They must have a flexible approach with the ability to work under pressure, meet tight deadlines and maintain attention to detail whilst remaining aware of the big picture.

Clearly evident should be a willingness to learn and develop their skills, a positive 'can-do' attitude and the ability to manage multiple projects/demands at times.