

**Job Title:** Membership Manager

**Contract:** Full-time Permanent (35hrs)

**Salary:** £35,000 - £37,500 with performance bonus.

**Reporting to:** Chief Executive Officer

**Location:** Office based with flexibility to work from home

### **The role**

The Trade Association for the *whole* UK jewellery trade is looking for a new Membership Manager to join the enthusiastic, innovative, and friendly team.

As Membership Manager you will drive membership growth by leading the recruitment and retention activity, building a '*best in class*' membership services and benefits offer and taking ownership of structures, systems, and processes to deliver effective membership administration and reporting.

As an influential member of Team NAJ, you will lead a successful membership team, supported by the Membership Development Officer and Membership Administration Officer to achieve success.

The salary for this role is £35,000 to £37,500 (dependent on experience) with an additional performance bonus. Other employee benefits include training, 23 days annual leave (plus Bank Holidays) increasing to 25 days after 5 years, employer pension, and one day per year to volunteer at your nominated charitable cause.

### **Is this you?**

You will be forward thinking, innovative and a go-getter. You will be professional and personable in dealings with internal colleagues and volunteers, as well as member representatives from businesses of all shapes and sizes. You will demonstrate the Association's values of Honesty, Integrity and Professionalism, and be a team player and critical friend when appropriate.

You will possess excellent administration skills to ensure membership records, applications and renewals are in order, and will benefit from several years' experience developing relationships with service suppliers and clients alike. No two days are likely to be the same as you will push forward improvements in operational processes as well as delivering planned projects on time and to budget.

You will be a key asset at industry trade shows and networking events and be approachable to members and supporters.

### **About us**

The National Association of Jewellers (NAJ) is the trade body for the UK Jewellery industry, shaping professional excellence for more than 1,400 member companies employing over 20,000 people. NAJ is part of the overarching British Allied Trades Federation, who have supported the jewellery and silversmith industry since 1887 and now boasts several federated associations.

NAJ is run by professional and passionate volunteer and close-knit staff team who are all determined to deliver the best possible support for the membership.

NAJ represents its members to policy makers and trade authorities, develops professional standards, provides industry education and training and access to a range of relevant and valued benefits and services.

## **Roles and Responsibilities**

### **1. Membership recruitment and retention**

To work with the CEO to agree and deliver a successful annual membership recruitment and retention plan achieving membership revenue targets and growth in membership figures.

Required standards of performance typically include but are not limited to:

- a. Annual retention cycle is delivered professionally on time and on budget with continuous improvement strategies demonstrated to reduce membership churn and improve membership experience.
- b. Membership campaigns with appropriate messaging are delivered at relevant stages in the membership life cycle, segmented into groups such as prospects, at risk, new members, commercially sensitive and appropriate membership categories.
- c. Planned activities (with the CEO) are agreed, documented, formally reviewed, potential risks identified and corrective action put into place.
- d. Look for opportunities to continuously improve.
- e. Meaningful and robust KPIs are established and used to focus activity.

### **2. Membership benefits and services**

To provide a competitive selection of high value services and benefits; and actively sell the additional services offered such as Education, the JET Business Network and event attendance.

Required standards of performance typically include but are not limited to:

- a. The membership value proposition is clearly communicated and understood with all collateral up to date and consistent.
- b. Services are researched in tandem with the relevant membership category and/ or committee groups with annual reviews in place for relevance, value and take up.
- c. Research, negotiation and contractual agreement with service providers and partners.
- d. Identify opportunities to cross sell services, benefits and commercial income
- e. Identify opportunities to grow and develop
- f. Services are reviewed annually for competitiveness, exclusivity, and service development.
- g. Paid for services are positioned effectively into onboarding, membership check in and associated communications and activities.

### **3. Membership administration management and reporting**

To effectively build up membership records and engagement in services through the Association's CRM platform to help members get the most out of their membership. Required standards of performance typically include but are not limited to:

Standard of performance is achieved when:

- a. Effective systems are in place to manage the membership database, process applications and secure subscription payments within the agreed timescales.
- b. Membership budgets of income and expenditure are agreed and delivered.
- c. Ensure key employees at member business are recorded and updated.
- d. Engagement with services and benefits is recorded and updated.
- e. Welcome and renewal packs and certificates are delivered on time and to budget.
- f. Ensuring members can access relevant services and benefits on demand working with third parties where required.

#### **4. Line Management**

**To provide clear leadership based on the daily demonstration of the Association's values of Honesty, integrity and professionalism.**

Required standards of performance typically include but are not limited to:

- a. Direct reports have a clear understanding of the membership recruitment and retention plan and have the requisite knowledge and skills to perform their roles and achieve their specific objectives.
- b. Direct reports receive relevant, timely and constructive feedback on their performance and continue to feel motivated, empowered and equipped to fulfil their roles.
- c. Appraisals and catch-ups are completed, documented, and reviewed as appropriate.

#### **5. Flexibility**

To recognise that the Association is a small organisation, and that it is essential that all staff are willing to work flexibly and to undertake, from time to time, such other duties as may reasonably be requested, to provide a quality service to members, suppliers, consumers and colleagues.

Required standards of performance typically include but are not limited to:

- a. Tasks outside your normal area of responsibility are undertaken with a positive and productive attitude e.g. help prepare marketing materials, provide cover during staff holidays, answer ringing phones and assist with exhibitions and events.
- b. Knowledge and skills are shared with colleagues to the benefit of the Association.

#### **4. Health, Safety and Security**

To be responsible for always observing the Association's guidelines on Health and Safety, and adherence to the Associations IT policies and procedures

Required standards of performance typically include but are not limited to:

- a. Own Health and Safety and that of your colleagues is taken seriously and fcompany guidelines are followed at all times.
- b. The Association's IT policies and procedures are adhered to at all times.
- c. Safety and security concerns are reported to your line manager or other appropriate person.

#### **5. CRM**

To be responsible for utilising the CRM system, contributing to the 'Golden Records' ethos and in adherence with training, policies, and procedures.

Required standards of performance typically include but are not limited to:

- a) Mandatory training is completed and signed off
- b) All interactions with members or potential leads are logged in line with procedures
- c) Oomi is used in line with all relevant processes and policies implemented
- d) Reflection on efficient and effective ways to store and use data are recommended to the Federation taking into account the overall needs of Team NAJ.

## Person Specification

	Essential	Desirable
<p><b>Work Experience</b> Experience in a similar job roles e.g. previous experience in a membership organisation</p>	<p>Membership organisation or related service-offering business.</p> <p>Proven ability to communicate and work with service suppliers to agree contracts and deliverables.</p>	<p>Jewellery industry Account management</p>
<p><b>Qualifications</b> Academic or professional qualifications</p>	<p>Educated to A Level or equivalent standard.</p> <p>Proficient in the use of MS suite.</p>	<p>Degree JET 1 Jewellery Qualifications</p>
<p><b>Specific Skills</b> E.g. interpersonal skills, presentation skills, analytical skills, etc.</p>	<p>Financial and budget management</p> <p>Clear communicator with good presentation skills.</p> <p>Able to grow positive relationships with internal and external stakeholders and colleagues at all levels.</p> <p>First class organisational, time management and interpersonal skills.</p> <p>Ability to multi-task and meet targets and deadlines while ensuring attention to detail.</p> <p>Ability to manage a demanding workload, often with conflicting priorities.</p> <p>Ability to lead a small high-performing team</p>	<p>Target driven.</p> <p>Commercial mind set</p> <p>Problem solver</p> <p>Ability to receive feedback and reflect</p>
<p><b>Personal Attributes</b> E.g determination, dependability, leadership, team worker, etc.</p>	<p>Reliable</p> <p>Confident</p> <p>Strong professional image.</p> <p>Strong work ethic and ability to work on own initiative but also able to seek help when needed.</p> <p>Strong attention to detail.</p>	
<p><b>Other circumstances</b> Eg. Need to travel, working some later evenings and weekends etc.</p>	<p>Lives close to Birmingham for reasonable commute</p> <p>Attendance at industry trade shows and events including weekends (2-3 Sundays a year) and evenings (3-4 times per year).</p>	