

Department
Membership & Communications

Job Description
Membership Coordinator

Reporting to
Membership and Communications Manager

Purpose of Role

To provide assistance with administration, strategy and communications activities to engage existing members, recruit new members and promote the work of SNIPEF. To ensure a strong and engaged membership and to increase the current Member numbers.

Duties and Responsibilities

- Act as a first point of contact for enquiries from members and the general public
- Develop in collaboration with Membership Officer strategies and plans to bring on new members and retain current members
- Support internal and external communications activities, including SNIPEF website, the monthly e-newsletter and member events
- Manage data within CRM system
- Provide a high level of customer service
- Administer membership processes including new member applications, member benefits, annual returns and renewals

Key Tasks Membership

- Act as the primary contact and manage relationships with potential members, current members and other stakeholders
- In collaboration with Membership Officer work with associate members to secure and provide benefits to Members
- Administer membership processes including new applications and processing annual renewals
- Maintain and update customer relationship management systems and ensure information is accurate
- Respond to enquiries from SNIPEF members and the public
- Support plans to increase membership numbers and engage with current members
- Maintain and develop relationships with current and prospective service providers and stakeholders
- Process reports as requested by other departments
- Keep records and produce reports showing the results of recruitment and retention activity, campaigns, member involvement, non-renewals

Communications

- Maintain Members welcome packs
- Curate content and distribute monthly member e-newsletter
- Act as the first point of contact for staff distributing information to members
- Respond to enquiries from general public and promote the benefits of using a SNIPEF member plumber
- Distribute communications for members, prospective members, stakeholders and service providers follow-up member resignations and produce reports on why members lapse
- Undertake member market research in areas such as member benefit analysis, member satisfaction surveys, member needs assessment and competition analysis

Website and Social Media

- Assist with SNIPEF website content and actively ensure the content is consistent and up-to-date
- Manage access to member-only area of website and provide support to users
- Assist with social media management

Events

- Research opportunities for member events

- Lead the logistical delivery of member events and activities, including liaising with venues and managing attendees
- Coordinate Annual General Meeting with support from Membership Administrator

Budgetary

- Work with Finance department to ensure financial tracking of membership fees
- Create comprehensive membership reports for use of the department, senior management and key stakeholders
- Operate within the agreed business plan and budget to ensure targets are met

General

- Offer ideas for improvement in operational areas for the department
- Professionally and positively represent the organisation at all times
- Work effectively with colleagues to achieve the aims and objectives of SNIPEF
- Internally promote and support a team environment both within the Membership & Communications department and SNIPEF as a whole
- Attend and participate proactively in meetings as required
- Undertake any other duties and reasonable requests that are in line with the nature of this post
- Undertake training, as necessary, for the needs of your department and the business
- Take responsibility for your own safety and the safety of other members of staff who may be affected by your acts or omissions at work
- Adhere to all company policies and procedures

Experience, Skills, Attributes Required:

- 2+ years experience working in an administrative environment for a membership based organisation or similar
- Excellent verbal and written communication skills
- Proficiency with Microsoft Office suite
- Strong organisation skills
- Able to work on own initiative
- Able to prioritise workload to meet deadlines
- Have problem solving skills
- Have a proactive and flexible attitude

Desirable Experience

- Experience with customer relationship management (CRM) systems
- Experience using website content management systems (CMS)
- Experience with events