

## Recruitment to the position of **Membership & Events Co-ordinator**

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**Location/Type:** Edinburgh with an option for hybrid working hybrid three days home and two days office.

**Salary:** Competitive salary based on experience

**Contract Type:** Permanent

**Hours:** 34.5

**Working week:** Monday-Thursday 9-5pm, Friday 9-4.30pm

**Holiday:** 24 days annual leave and 10 days public holidays

**Pension provision:** Employee 3.75% and Employer 7.5%

**Salary exchange**

**Group Life Cover:** 3x salary

**Health & wellbeing support**

**Bereavement Counselling**

**Closing date to apply:** Friday 23 August 2024

## **Job Description**

**Membership & Events Co-ordinator**

**Department: Membership**

**Reports to: Membership Manager**

### **About SNIPEF**

The Scottish and Northern Ireland Plumbing Employers Federation (SNIPEF) is the professional trade association for the plumbing and heating profession in Scotland and Northern Ireland. With 750 member companies employing over 5,000 plumbers and heating professionals, SNIPEF is the authoritative voice of the profession, contributing significantly to the UK's £5 billion plumbing and heating Gross Domestic Product.

We actively work with members, the supply chain, government, sector bodies and other stakeholders to represent our members and influence industry-relevant issues. We pride ourselves on ensuring our members meet the highest professional standards through robust training and development programs.

Inclusive and forward-thinking, SNIPEF is an essential player in the low-carbon transformation of our world. Our members' knowledge and skills pave the way for

## **Strategic Framework**

### **Our Vision**

Enabling professionalism.

### **Vision Statement**

Enabling Professionalism signifies our commitment to elevating the plumbing and heating profession through continuous skill development, ethical practices, and a dedication to excellence, fostering a community where professionals thrive.

### **Our Mission**

We support our members and the entire plumbing industry by being the leading advocate for the profession, developing professionalism through training and upskilling, and inspiring the next generation.

### **Our Values**

SNIPEF values trustworthiness, transparency, professionalism, honesty, and valuing all people: equality, equity, diversity, and inclusion (EED&I).

## Job Context

The Scottish and Northern Ireland Plumbing Employers Federation (SNIPEF) is a member-led and member-focused trade association supporting plumbing and heating businesses in Scotland and Northern Ireland. SNIPEF provides a platform for advocacy, training, and development within the profession, fostering a community of excellence and best practices.

## Purpose of role

Work closely and collaboratively with the membership department, enable the effective and efficient delivery of the SNIPEF Strategy and membership objectives, including the engagement of existing members, recruitment of new members and promotion of the work SNIPEF carries out within the plumbing, heating and mechanical engineering industry.

Identify, plan and deliver a programme of high-impact, cost-effective events to support SNIPEF and its strategic objectives. Advocate of the importance of events in successful membership activity and will work with colleagues to meet member needs and contribute to the growth and development of SNIPEF. To provide support and assistance with administrative tasks within the Membership department

## Core Responsibilities:

- Act as a first point of contact for all enquiries from members, general public and SNIPEF events.
- Work collaboratively and close on the administration of membership processes including new member applications, member benefits, annual returns, renewals and retention of current members.
- Manage the input and extraction of key membership data within CRM system (Open Engage).
- Provide the highest levels of customer service to internal and external stakeholders.
- Act as note and minute taker where required at key meetings
- Identify, plan and deliver a programme of high-impact, cost-effective events to support SNIPEF and its strategic objectives.
- Contribute to a membership centre of excellence with a strong understanding of events, membership relations, marketing and communications.
- Deliver excellence in advice to SNIPEF branches and the organisation.
- Create, manage and evaluate quality, compelling, compliant and creative events across all channels and member branches.
- Assist with organisation of member events and activities, including liaising with venues and managing attendees
- Proactively engage with members in the branches and within SNIPEF to identify requirements and opportunities for events.
- Build relationships with relevant external partners to create and optimise event opportunities.
- The delivery of all external events to meet cost, quality, and time targets.
- Works with internal colleagues and external agencies where appropriate to deliver the events programme.
- Ensure all events support SNIPEF Strategy and departmental objectives and that they comply with brand guidelines, internal policies, agreed standards, legislation and regulation.
- Keeps up-to-date with events management best practices and advises how they can be applied to the business.
- Provide advice on where events can add value and challenge when necessary.

- Organise the introduction of any agreed new tools and techniques.
- Support the Membership Manager as required with reporting on external events budget and activity.
- Working closely work with the team to co-ordinate Annual General Meeting.

## Key Tasks

### Membership Retention and Recruitment

- Act as point of contact for all enquiries including with current and potential Members and other key stakeholders via telephone, emails and enquiries from website.
- Liaise with associate members to bring benefits to members.
- In close collaboration work with the Membership Officer, process new applications and annual renewals from beginning to end.
- Lead the maintenance and updating of the customer relationship management systems and ensure information is up to date and accurate at all times.
- Support delivery plans to increase membership numbers and engage with current members.
- Process reports as requested by other departments such as Training Services and Schemes.
- Working with the Membership Officer, create monthly reports showing the results of recruitment and retention activity, campaigns, member involvement, non-renewals.

### Events

- First point of contact for Events.
- Identify, plan and deliver a programme of high-impact, cost-effective events to support SNIPEF and its strategic objectives.
- Contribute to a membership centre of excellence with a strong understanding of events, membership relations, marketing and communications.
- Deliver excellence in advice to SNIPEF branches and the organisation.
- Create, manage and evaluate quality, compelling, compliant and creative events across all channels and member branches.
- Assist with organisation of member events and activities, including liaising with venues and managing attendees.
- Proactively engages with colleagues in the branches and within SNIPEF to identify requirements and opportunities for events.
- Build relationships with relevant external partners to create and optimise event opportunities.
- The delivery of all external events to meet cost, quality, and time targets.
- Works with internal colleagues and external agencies where appropriate to deliver the events programme.
- Ensures all events support SNIPEF and departmental objectives and that they comply with brand guidelines, internal policies, agreed standards, legislation and regulation.
- Keep up-to-date with events management best practices and advises how they can be applied to the business.
- Provides advice on where events can add value and challenges when necessary.
- Organise the introduction of any agreed new tools and techniques.
- Support the Membership Manager as required with reporting on external events budget and activity.
- Working closely work with the team to co-ordinate Annual General Meeting.

### **Membership marketing: Website and Social Media**

- Manage access to members-only area of the website and provide support to users.
- Maintain promotional and marketing collateral, including event pop-ups, merchandise and Member welcome packs.
- Assist with SNIPEF website content and ensure the content is consistent and up-to-date.

### **Membership communications**

- Act as a point of contact for all enquiries including with current and potential Members and other key stakeholders via telephone, emails and enquiries.
- Liaise with associate members to bring benefits to members.
- In close collaboration work with the Membership Officer, process new applications.
- Maintenance and updating of the customer relationship management systems and ensure information is up to date and accurate at all times.
- Support delivery plans to increase membership numbers and engage with current members.
- Working with the Membership Officer, create monthly reports showing the results of recruitment and retention activity, campaigns, member involvement, non-renewals.

### **General**

- The post holder is expected to live SNIPEF's values and behaviours, to speak up if there are concerns, to have due regard to information confidentiality, equality, equity, diversity and inclusion, to treat people with respect and dignity at all times and to ensure the health and safety of self and employees.
- Work effectively with colleagues to achieve the strategic aims and objectives of SNIPEF.
- Internally promote the values and culture including promoting a positive team environment both within the Membership department and SNIPEF.
- Attend and participate proactively in meetings when and where 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 as well as for your personal development.
- 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.
- There is a requirement to work flexibly, respond responsibly to changing business needs and undertake other duties appropriate to the level of the post that may be required.
- This job description describes the principal purpose and main elements of the job. It is a guide to the nature of the primary duties as they currently exist but is not intended as a wholly comprehensive or permanent schedule of tasks.

## Person Specification

### Membership & Events Co-ordinator

This person specification outlines the essential qualifications, experience, skills, and personal attributes required for the role of Membership & Events Administrator at SNIPEF.

The criteria listed below are essential in ensuring that the Membership & Events Administrator can effectively contribute to our mission of supporting and growing our member base.

### Essential Criteria

#### Experience, Skills and Attributes Required

- ✓ 2 years + experience in an Events role
- ✓ Excellent attention to detail and high standard of written English
- ✓ Ability to communicate effectively and sensitively, both written and verbal
- ✓ Proven ability to “self-start” and organise a complex workload and work to strict guidelines.
- ✓ Experience of liaising with speakers, sponsors and delegates
- ✓ Experience of liaising with suppliers
- ✓ Negotiation skills
- ✓ Resilience and remaining assertive and calm while under pressure
- ✓ Demonstrates an approach to work that is characterised by commitment, motivation and energy
- ✓ Respect for confidentiality and an understanding of GDPR

#### Desirable

- ✓ Formal qualification in Events Management
- ✓ Experience of Microsoft Office 365 and supporting apps
- ✓ Knowledge and understanding of CRMs
- ✓ Experience of working for a membership organisation
- ✓ Knowledge and understanding of Open Engage

#### Professional development and continuous learning

- ✓ Continually update yourself on industry trends, advancements in business development strategies and membership engagement techniques, providing knowledge exchange and feedback when necessary.
- ✓ Participate in professional development opportunities to enhance skills and contribute more effectively to SNIPEF's goals.

#### Ethical and inclusive practices

- ✓ Embrace and promote SNIPEF's values of equality, equity, diversity, and inclusion in all business activities.
- ✓ Ensure that all business development practices adhere to the highest ethical standards and reflect the values of trustworthiness and transparency.

### **General conditions**

- ✓ Adhere to all SNIPEF policies and procedures, ensuring the highest professionalism and ethical conduct standards.
- ✓ Be flexible and open to additional responsibilities to support the team and the organisation.

### **Desirable Criteria**

#### **Industry experience**

- ✓ Knowledge of the plumbing and heating industry.

### **Personal Characteristics**

#### **Professionalism**

- ✓ Committed to high standards of service delivery and customer care.
- ✓ Ability to maintain composure and professionalism under pressure.

#### **Teamwork**

- ✓ Capacity to work collaboratively with various teams, fostering a unified approach to goals and objectives.

#### **Professional integrity**

- ✓ Upholds the highest standards of professionalism in all external interactions. This includes maintaining a positive and respectful attitude when discussing SNIPEF and its employees, ensuring that all communication reflects the organisation's values and promotes a positive image.

#### **Adaptability**

- ✓ Flexibility in handling diverse tasks and willingness to take on additional responsibilities as needed.

#### **Innovation and creativity**

- ✓ Ability to think creatively and introduce new ideas for business development and member engagement.

**Fiona Hodgson**

Chief Executive

July 2024

## Advertisement

### Join Our Team: Membership & Events Co-ordinator

**Location:** Hybrid (Two days office in Edinburgh)

**Salary:** Competitive, DOE

**Contract Type:** Permanent

**Hours:** 34.5 hours/week (Mon-Thu 9-5pm, Fri 9-4:30pm)

**Benefits:** Generous holiday leave, pension provision, health & wellbeing support, group life cover

#### About SNIPEF

The Scottish and Northern Ireland Plumbing Employers Federation (SNIPEF) is a leading professional trade association representing the plumbing and heating industry in Scotland and Northern Ireland. We are committed to advancing our members' professionalism, advocating for the industry, and leading in the low-carbon transformation.

#### The Role

As the Membership & Events Coordinator at SNIPEF, you will be instrumental in helping achieve our strategic objectives and membership engagement. This role involves working closely with the membership team to enhance the delivery of SNIPEF's strategy, focussing on member retention, recruitment, as well as the organisation of impactful events. You will be the forefront of engaging with existing members, attracting new members, and promoting SNIPEF's initiatives within the plumbing, heating, and mechanical engineering profession.

Your responsibilities will include managing membership processes, organising high-impact events, maintaining key data within our CRM system, and ensuring the highest levels of customer service.

This position offers a unique opportunity to contribute significantly to the growth and development of SNIPEF, working within a dynamic team to foster a community of excellence.

#### Requirements

- 2 years + experience in an Events role
- Formal qualification in Events Management desirable
- Excellent attention to detail and high standard of written English
- Ability to communicate effectively and sensitively, both written and verbal
- Proven ability to "self-start" and organise a complex workload and work to strict guidelines.
- Experience of liaising with speakers, sponsors, delegates and suppliers

If you have the essential skills and experience for this role, we would love to hear from you. Join SNIPEF and become a key player in advancing our industry's professionalism and sustainability.

#### To Apply

Please submit your CV (maximum of three pages) and cover letter (maximum of two pages) to [linda.ferguson@snipef.org](mailto:linda.ferguson@snipef.org) outlining your relevant experience and how you meet the essential criteria outlined in the person specification.





**Closing Date**

Friday 23 August 2024

*Please note that we may close or extend the closing date depending on applications received.*