



HEAD OF MEMBERSHIP

JOB DESCRIPTION & PERSON SPECIFICATION

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THE BLACK COUNTRY CHAMBER OF COMMERCE

BUSINESS IS DONE BETTER TOGETHER

In our 25th year, the Black Country Chamber of Commerce is the successor to several legacy organisations, spanning two centuries.

We remain the leading business support organisation for all businesses, regardless of sector or size, doing business in Dudley, Sandwell, Walsall and Wolverhampton. One of 51 independent organisations in the UK affiliated to the British Chambers of Commerce network, our products and services help members overcome barriers and limitations to growth.

A lynchpin of the local economy, our work further amplifies the voice of members to showcase, celebrate and champion the Black Country's business community.

This is a dynamic and exciting time for us following an intensive period of modernisation and restructure and a turbulent time for many businesses. Our aim is to build on this work and continue to be a powerful delivery vehicle for our members interests and needs.

Delivering for excellent member and partner ROI, ensuring a financially stable organisation, creating relevant and valued products and services and putting our customers at the heart of everything we do are central to this.

This new role will deliver our objectives and ensure that our core offers grow and sustain our membership base, maximise-sales and commercial revenue and develop a high performing sales and membership team.

ABOUT THE ROLE

Reporting to the CEO, the Head of Membership has overall responsibility for our membership team.

This role is new and vital for us and is key to ensuring that we continue to build on our reputation as a confident, modern and valued partner to the local business community. Ensure our commercial and sales strategies and tactics along with our products are powerful, compelling, increase engagement, drive revenue and connects with our members.

We are seeking to appoint an experienced and driven individual who can deliver against our ambitions and is passionate about making the Black Country an inspiring place for business.

Working across a number of areas of our business, the Head of Membership will lead on growing and increasing opportunities with strategic businesses and driving sponsorship alignment between the Chamber and potential partners.

Outcomes and outputs are key to the success of this role. The postholder will need to enjoy a varied workload across a number of areas and be comfortable and confident in the dynamics and complexities of different priorities.

In summary, the postholder will:

- Grow Chamber membership, through both recruitment of new members and deepening the relationship and retention of existing members. The Head of Membership will lead by example through providing excellent account management for a portfolio of members and have a commercial sales target.
- Provide effective management of the Membership team including support, training, motivation and performance management to aid them to achieve individual objectives and therefore positively contribute to the wider business key performance indicators.
- Building and maintaining positive business relationships is essential, along with driving process improvements and raising awareness of products/services.
- Maximise the value of marketing and communications, via a strong working relationship with the Head of Marketing & Comms, to the membership team emphasising its need to support targets and activities which drive income and relevance.
- Increase the value and contribution of commercial activities to both the Chamber and our members.
- Communicate these strategies across the organisation to ensure that they are understood widely and are embedded in the Chamber's culture and outlook.
- Create a culture and way of working focussed on outstanding customer advice and support
- In coordination with the Head of Marketing & Comms, ensure that the core functions of membership, marketing and events work effectively devising appropriate systems and processes to achieve synergy.
- Contribute to the wider work of the organisation with full responsibility for agreed areas of the Business Plan.

The role will also have its own sales targets to build relationships with SMEs and contribute to companywide sponsorship and commercial targets.

The role will also be responsible for achieving departmental budget, producing monthly and quarterly reports throughout the year.

RELATIONSHIPS

The postholder will be a high profile, visible face of the organisation who will maintain relationships internally and externally including:

- With all direct and indirect reports but with a clear focus on building strong working relationships with both the Head of Marketing & Comms and Head of Premium Membership.
- Across our membership categories and key decision makers in member organisations.
- Colleagues in other Chamber teams.
- As a guest presenter to the Chamber's elected board and relevant sub-committees.
- Multi-organisational groups such as those with other Chambers, the British Chambers of Commerce, local Business Boards etc.

MAIN DUTIES & RESPONSIBILITIES

- Deliver strategies and plans which support member growth & retention and deepen relationships and relevance of our products and services within member and potential member organisations.
- Identify and deliver plans which generate revenue from membership, events and other commercial opportunities.
- Develop, maintain and pursue a pipeline of target partners and strategic businesses within the region and beyond and create an engagement strategy and subsequent plan which aligns potential responses and solutions in order to develop and further the work of the Chamber and create high value partnerships
- Review, develop and grow sponsorship opportunities and services which create alignment with chamber priorities
- Develop and responsibility for budgets within the remit of the role
- Support the creation and implementation of key systems and processes which continuously improve the Chamber's ability to understand and serve our members.
- Maximise linkages across the diverse range of products and services to enhance visibility of the offering, connect with existing members and stimulate new member growth.
- Manage the department and develop people to set goals, priorities and ensure targets are met, including identifying any training needs and support through regular one to ones and performance reviews.
- Identify and maintain propositions which deliver added value for our members and an additional commercial return for the Chamber.
- Ensure that our sales channels are clearly aligned to Chamber priorities, support lead generation, member retention, revenue creation and that we have robust systems which facilitate an excellent customer service.
- Positively contribute to membership sales and retention targets to ensure that key performance indicators are achieved.
- Meeting performance targets and sponsorship of key events for all Chamber Events/Networks.
- Setting the annual budget with support from the Finance Director, performing the monthly review of accounts and ensuring that the budget is being met.
- Influence the CRM system to ensure it meets the requirements of the Membership function.
- Develop and drive process improvements forward for the team to ensure a continually improving service for our customers.
- Actively seek and secure external funding opportunities
- Contribute to the development of the Strategic Business Plan
- Lead on informative and useful new starter inductions into the team, and assist with other training requirements including signposting of all team members.
- Act as the point of contact for the Membership function regards any potential customer issues, escalating to the CEO as required, to help ensure successful retention in line with targets.
- Deliver timely management information that supports reporting required by the Chamber including monthly reporting to Directors.
- Contributing to writing Bids to achieve funding opportunities and managing funded projects to achieve all contracted objectives/outcomes.

- Ensure all associated administrative duties are carried out accurately and in a timely fashion.
- Attend meetings and events on behalf of the Chief Executive when required.
- To carry out other duties commensurate with the role and role grade as required and directed from time to time.

Account Management:

- Identify and generate sales leads, with a focus on recruiting larger SME businesses with 10 or more employees.
- Promote and sell the benefits of Chamber membership and Chamber services.
- Continually learn about Chamber services and keep up to date with changes.
- Promote the benefits of Chamber membership to increase engagement with members which includes a wide range of events, webinars, services and financial savings.
- Working with the Head of Marketing & Comms, drive sales campaigns throughout the year to promote Chamber services
- Record all interactions accurately and succinctly on the Chamber's Customer Relationship Management system, RUBI.
- Communicate with colleagues to connect the wider Chamber to appropriate members.
- Create and maintain quality interactions with members leading to greater retention rates.
- Be calm under pressure and passionate about improving member understanding of the service(s) they can access.
- Communicate effectively and consistently with business contacts by phone, video call, in writing and in-person.
- Generate suitable bookings for member events and maximise engagement including attendance.
- Utilise excellent organisational and prioritisation skills to manage a customer led workload.
- Occasional out of hours work will be required (i.e., evenings and early mornings).
- Any other reasonable duties as required by the Senior Leadership Team.

PERSON SPECIFICATION

A person's suitability for the role and how they meet the below criteria will be assessed during the application, interview and any assessment stages:

AREA	ESSENTIAL	DESIRABLE
KNOWLEDGE		
A working knowledge / understanding of Chambers of Commerce, business support entities or membership organisations.	✓	
Knowledge of the business support landscape and the business demographics within Dudley, Sandwell, Walsall, Wolverhampton and the wider West Midlands area.		✓
Knowledge of public sector funded business support interventions.		✓
Relevant technical certifications or qualifications such as business management, sales, marketing, project management, etc.		✓
EXPERIENCE		
Demonstrable sales leadership experience in a comparable organisation / sector.	✓	
Substantial experience of successful sales and leadership strategies with evidenced positive outcomes.	✓	
Managing diverse teams to meet set objectives.	✓	
Significant operational management experience.	✓	
Proven track record of delivering projects to budget and exceeding targets.	✓	
Experience of working with a diverse range of stakeholders.		✓

SKILLS & ABILITIES		
Strong desire for innovation, continuous improvement and delivery strategies.	✓	
Excellent organisational and administrative skills.	✓	
Strong communication skills and an ability to create and maintain solid working relationships at all levels.	✓	
Strong drive for results and a high level of resilience.	✓	
Excellent at managing priorities and multiple projects.	✓	
High levels of motivation.	✓	
Excellent report writing skills.	✓	
High level of IT skills across standard applications (e.g. MS Office, Cloud Based Technology), awareness of bespoke systems and their role in supporting organisational objectives (e.g. CRM, website, social media, etc.).	✓	
OTHER		
Takes responsibility, ownership and can adapt their leadership style to achieve results.	✓	
Celebrates and is proud of success.	✓	
Supports others and nurtures talent.	✓	
Dependable and reliable.	✓	
Exercises tact and diplomacy.	✓	
Access to own transport.	✓	
Can work flexibly.	✓	

GENERAL INFORMATION

Working & Delivery

From January 2023, the Chamber has implemented a hybrid working approach which currently includes a minimum of two full days at the Chamber's office.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce's Head Office alongside other events and activities across the region as deemed relevant and necessary.

Our standard hours of work are 35 hours per week, Monday to Friday. Given the nature of the role flexibility in response to business requirements will be expected.

Reporting

The role currently has five direct reports.

Salary

The Band for this salary is Band C, available upon application.

Contract length

Full Time - Permanent.

Pension & Benefits

- Company Pension Scheme is 6% contribution based on an employee contribution of 2% (subject to government changes).
- Death in Service Insurance, 3 x gross salary.
- The Chamber is part of an Employee Healthcare Scheme.

Holiday entitlement

The holiday entitlement is 27 days plus public holidays, and our holiday year runs from 1st January to 31st December. The postholder is entitled to a further full paid day of leave on their birthday (to be taken on their birthday or the next full working day).

Upon a full 12 months of service, employees also benefit from the following:

The Chamber traditionally closes for a number of days over the Christmas period which are in addition to your contracted holiday entitlement. This is at the CEO's discretion and employees who have not completed 12 months service may be required to save a number of days from their entitlement to cover this period.