

## **JOB DESCRIPTION**

Job Title:	Regional Membership Manager (RMM)
Job type:	Permanent
Hours:	Full time, 9am – 5pm, Monday – Friday, some weekend and/or evening work
Location:	Field based covering an agreed geographical location
Reporting to:	National Membership Manager

### **General Purpose**

The purpose of this role is to grow and develop the bira membership base within a defined geographical location. Recruitment targets will include new member sign ups and the growth of a pipeline of new prospects. Retention and service uptake will be measured by the number of renewals and the active participation/take up by members of the bira 'offer'.

We are the leading trade association for the independent retail sector, representing the needs of independents and providing valuable business support to save our members time and money. Membership is at the heart of what we do and our strength is in numbers; the more members we have, the more we can do to help/support and negotiate on their behalf.

As a Regional Membership Manager (RMM) you will be responsible for the development and engagement of members and potential joiners in your territory. Independent retail requires the human touch, along with the flexibility and advanced communications skills that enable you to use a variety of methods to build relationships, including: face-to-face shop visits; outbound telephone calls; outbound emails; trade show representation; town/network meetings and formal presentations.

You will engage with a diverse mix of real people (often family businesses) in the independent retail sector and with a whole range of business support contacts from within bira and our approved service partnerships. You will also be building and developing sector-based and geographical-based networks to spread the word about our work, to grow our membership base in your territory area.

## Main duties and responsibilities

1. Meet or exceed KPI's for **member recruitment**, including: new member sign-ups; new prospect pipeline for your territory/sector; shop visits/appointments; group presentations and leads for our commercial subsidiaries (bira direct, bira bank and bira publishing).
2. Meet or exceed KPI's for **member retention**, including: number of renewals; commitments to overdue payments; frequency of membership contacts and quality of data for your territory area.
3. Meet or exceed KPI's for **service uptake**, including: leads for our commercial subsidiaries (bira direct; bira bank and OSS/training); card processing; business banking; legal one-to-one service; auto enrolment pensions and other key services.
4. Work with the wider membership and marketing teams to share insight including competitor analysis and work together to establish new approaches to lead generation and conversion.
5. Research potential new members thoroughly; gain insight and build a profile/picture of the prospect; establish eligibility to join and other relevant details (e.g. contact names, email addresses etc) to update on the CRM system.
6. Effectively plan your calendar, working 4/5 weeks in advance to arrange visits to existing members (including welcome visits and retention visits) and undertake prospecting activities across the territory. Make appointments with service partners, suppliers and town/networks to maximise territory opportunities.
7. Provide timely and comprehensive reporting of recruitment activity, retention activity and service uptake results for your territory as agreed with the National Membership and Key Accounts Manager.
8. Strengthen your own knowledge and understanding of all services and membership information in order to speak confidently/fluenty to encourage membership growth and service uptake at every opportunity.
9. Share sector specific insight with the rest of the Membership Team through regular updates (email, face to face and digital).
10. Develop and maintain an approved 'sales presenter'.
11. Plan and deliver presentations to town groups, trade shows or other audiences to raise the profile of the work of bira and encourage the audience to join or participate in other ways.
12. Maintain regular contact with members and potential joiners in your own territory area, using telephone, emails and other methods of contact.
13. Ensure accurate and effective data inputting and updating of potential and current member records within the CRM system, including comprehensive and consistent communication logs and correct allocation of attributes.
14. Proactively look for opportunities across the association to identify potential member touch points, to improve efficiency and cost-effectiveness.

15. Take ownership of and responsibility for the effective use of all resources to achieve goals and deadlines. Take the lead on wider involvement for one or more sector areas as required.
16. Work with the Marketing Team and the National Membership and Key Accounts Manager to develop membership promotional campaigns for your territory/specialist sector and more widely as appropriate
17. Proactively work with the Marketing and Membership Teams to collaborate and support each other towards the goals of growing and retaining membership numbers and income.
18. Support the Membership Subscriptions Team in accurately completing membership application forms, direct debit mandates and determining the correct membership subscription fees. Provide clear details about the source of the lead for new joiners.
19. Attend trade shows, events, regional committee meetings and other occasions as and when necessary. Some duties may need to be undertaken out of normal hours, including weekends. Overnight stays will be required.
20. Attend team meetings to participate and share best practice with colleagues.
21. Pursue personal development of the skills, knowledge and understanding necessary for the effective performance of the role and regularly review your performance against agreed objectives.
22. Perform other duties which may reasonably be assigned by your Line Manager or Director.
23. Ensure all activities meet with and integrate with, organisational requirements for health and safety, legal stipulations and general duty of care.

## **Person specification**

### **Essential**

- Dynamic approach to sales, with specific experience of selling a service and evidence of meeting targets
- Excellent communication skills (verbal and written) with experience of delivering presentations
- Excellent organisational skills, with high attention to detail to ensure efficient planning and effective follow-up.
- Customer focused approach with the ability to identify and understand the needs of individuals, responding appropriately and empathetically, developing trust and support.
- Professional, confident and friendly with a 'can-do' attitude and a genuine interest in helping people.
- Passionate about independent retail.
- Highly developed IT, numerical and analytical skills.
- Comfortable with and knowledgeable about data management in the context of CRM and campaign management.
- Enthusiastic, resilient and a quick-thinking problem-solver.
- Ability to manage own workload effectively, multi-tasking to tight deadlines.
- Ability to co-operate and instigate teamwork while working in/with a group.
- Well-presented, polite and diplomatic.
- Willing to travel with a flexible approach.
- Hold a full clean driving licence

## **Person specification**

### **Desirable**

- Experience of working within retail
- Experience of working within a membership organisation
- Knowledge and experience of webinars and other digital media
- Marketing and campaigns experience
- Educated to degree level.