

Role Profile: Senior Administration

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| Job Title | Membership Coordinator |
| Grade | |
| Department | Marketing and Membership |
| Reports to | Head of Communications and Membership |

Position Summary

The role exists to:

- provide support to the Head of Communications and Membership to deliver the organisation's marketing and membership development strategy
- review, maintain and develop membership services, along with the coordination of membership communications, and member support as required
- recruit new members; engage existing members; maximise the relationship with existing members; minimise lost members

Supervisory Responsibilities

The supervisory responsibilities of this role are:

- to work on a peer-to-peer basis with other members of teams internally and externally

Main Duties

The main duties of this role are to:

- provide support to the Head of Communications and Membership at every level in the delivery of all aspects of the marketing strategy, and membership development strategy
- support the organisation of UK and international events, including conferences, seminars and exhibitions
- be responsible for the co-ordination and processing of membership administration and look for ways to improve the process in liaison with other departments and reps
- to be the main contact for member or potential member enquiries and communication
- be responsible for the membership data in the CRM database
- manage the lifecycle of membership to build loyalty along the member journey
- contribute to building and promoting the IPAF brand at a national and regional level to increase the value placed on IPAF membership
- ensure membership preferences are accurately recorded and actively managed
- analyse member data to improve communication with members, identifying trends, and upselling membership
- account management of IPAF Sustainable members
- identify and introduce new opportunities for member benefits and services
- support the membership survey and the implementation of its findings
- develop tailored membership documentation
- review membership categories and official membership documentation as appropriate
- identify new member groups and develop offerings specifically for them

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Skills and Qualifications

To be successful the role holder will be able to:

- actively listen and interpret requirements effectively
- demonstrate the ability to analyse and interpret data
- demonstrate effective communication abilities, writing and presentation skills
- demonstrate experience working successfully in a membership organisation or association
- demonstrate good organisational skills and interdisciplinary thinking
- demonstrate a high level of accuracy and attention to detail
- speak one of the other IPAF languages (preferred)

Experience required

To be successful the role holder will have:

- relevant work experience

Responsibilities and Attitude

To be successful the role holder will be:

- enthusiastic
- demonstrates a can do attitude and ability to work under your own initiative
- creative, insightful and knowledgeable
- a clear thinker under pressure
- passionate and challenge driven
- able and willing to multi task across the business

Specialist Training required

To be successful the post holder will be willing to undertake:

- continual professional development in all aspects of membership management and marketing to ensure awareness of current thinking and best practice

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| Date | <input type="text"/> |
| Authorised | <input type="text"/> |
| Reviewed on | <input type="text"/> |
