

Membership Executive

Reports to: Head of Membership
Location: Brough, East Yorkshire (with occasional travel to UK events)
Salary: Up to £25k
Hours: Full time (37.5 hours per week), hybrid working
Benefits: 30 days annual leave plus Bank Holidays, and company pension

The Employee Ownership Association (EOA) seeks a Membership Executive who is a confident, persuasive and effective communicator with demonstrable customer engagement skills and a desire for target-driven accountability to make a significant contribution to the recruitment, retention and engagement of prospective and existing members.

The EOA is head-quartered in a modern, purpose-built office space in Brough, a suburb west of Hull. Onsite free parking is available or a 5-min walk to the local train station provides direct trains to Hull (10 mins) and Leeds (40 minutes) and connections to the rest of the UK. Flexible working from home is considered if meeting the needs of the business.

Background

The EOA is the membership organisation for businesses that are entirely or partly owned by their employees. Supporting a growing membership of over 500 businesses of all sizes, sectors and geographies across the UK, the EOA has a mission to grow the employee ownership sector and thus positively affect the economy's performance.

We are a very dynamic and influential membership organisation with a demonstrable reputation for growth, awareness raising and advocacy for employee ownership and now seek to recruit to this post, to join a small but dedicated team to support the EOA's ambitious growth strategy for membership and the sector.

Job Purpose

The Membership Executive's main purpose will be to contribute directly to the membership recruitment and retention targets. This means involvement in the identification, recruitment and onboarding, and the account management of existing and new EOA members through relationship management of each member organisation and supporting their needs.

The role involves extensive external engagement with members, enquirers and potential members, mainly via phone, Microsoft Teams and email as part of recruitment and retention of members. This will include handling enquiries to recruitment stage including the analysis

of enquirers' needs, providing relevant information and proactive, timely lead response and management. Upon securing membership the role focusses on agreeing and supporting delivery of objectives of membership, including supporting the transition to become employee owned or if an existing employee owned business, the necessary steps they wish to take to enrich their ownership.

The role requires effective relationship management with individuals in roles across the business as part of recruitment and retention. Working towards targets, with the support of the skills and insight of the EOA team, the successful candidate will undertake effective relationship management with individuals at all levels from MD / Director level to frontline employees in enquirer and member organisations.

There will also be the opportunity to be involved in project work that enhances the EOA services to members, the membership proposition, thereby aiding recruitment and retention. In addition, there will be the opportunity to participate in virtual events and when possible face-to-face events across the UK, as an advocate and representative of both employee ownership and the EOA.

Primary Accountabilities

Reporting into the Head of Membership, the role is accountable for:

- Reactive enquiry management, qualification, recruitment and on-boarding of new members to agreed targets.
- Proactive targeting, relationship development, recruitment and on-boarding of new members to agreed targets.
- Targeted relationship and account management of nominated existing members including handling bespoke enquiries from individuals of varying roles in order to secure retention to agreed targets.
- Providing relevant guidance and support to complement the technical legal and accounting advice provided by professional advisors.
- Targeted support and encouragement of members to transition into employee ownership.

Main responsibilities

- Undertake the first call with an enquirer in order to gather relevant information, providing guidance in order to recruit to membership and then manage that relationship to retain membership.

- Undertake targeted and proactive approaches via email and phone to non-member, employee owned organisations to seek and secure opportunities for recruitment.
- Research member organisations and develop relationships to understand their needs from the EOA.
- Undertake relationship management activity to showcase the value of the membership to support membership retention, including introductions, referrals, enquiry management, signposting to EOA content and event engagement.
- Provide member insight into their needs in order to support the EOA to develop the membership proposition and to share relevant content via events, blogs, case studies or other means.
- Effective recording use and analysis of CRM membership data.

Person specification

Essential experience, skills and qualifications

- Experience of business development and engaging with prospective clients/members in sales, customer service, account management or equivalent role.
- Account management experience and proven ability to build effective relationships at all levels.
- Commercial/business exposure to understand variety of industries and markets.
- Awareness and understanding of broad economic environment e.g. Brexit, Pandemic etc.
- Confident and empathetic listening and verbal communication skills
- Values driven individual who demonstrates a customer/member centric approach
- Fluent, accurate and appropriate written communication skills
- Ability to apply critical thinking, analysis and judgement
- Ability to multi-task and prioritise, calmly and efficiently
- Ability and desire to work as part of a small team, and able to work on initiative and independently
- Proactive, self-motivated, resilient and ambitious with a bias for action
- Strong personal organisational skills and attention to detail
- Ability to process and analyse data and provide reporting as required
- Use of social media and other digital platforms/tools to interact with members
- Curiosity and a desire to learn and continually develop
- High level of competence in using MS Word and Office, and CRM solutions
- A level or equivalent qualification

Desirable experience and qualifications

- Experience of a membership environment
- Experience of a campaigning/NFP environment
- A business-related degree

Application Process

Please provide one A4 page outlining why you consider yourself a suitable candidate for this role. You may additionally include a further CV containing a brief overview of your relevant career experience and qualifications (max two pages).