



RECRUITMENT PACK

Membership Executive

December 2023



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WELCOME FROM JAMES DE LE VINGNE

Thank you for your interest in the Membership Executive role. This is an exciting position in our dynamic and growing organisation, which builds on our longstanding work to unlock the potential of people, business and the economy through employee ownership.

The EOA is the 'go to' place to develop great employee ownership. A 700+ corporate membership association, we support businesses of all sizes and from all sectors to become employee owned, and then to develop and thrive through people powered growth.

For founders or owners exploring employee ownership, or leaders and managers developing their employee-owned businesses, the EOA facilitates connections and conversations with a diverse community of members from employee-owned businesses and with professional advisers to learn, share best practice and champion good news stories. Together with our members, the EOA is embarking on an ambitious new strategy that looks to seize the political, cultural, and digital opportunities in front of us to sustain the continued growth of the EO community.

This growth will deliver greater corporate diversity and economic resilience across the UK, positioning EO businesses as a mainstream solution to our economic recovery and long-term future. And this is where you come in. As our membership base grows, your role will be integral in building and maintaining relationships with our members. It's a critical role within the EOA, and an exciting opportunity for an ambitious person with great relationship management skills.

I wish you the very best of luck with your application.



James de le Vingne,
Chief Executive of the EOA

ROLE SUMMARY

TITLE

Membership Executive

CONTRACT

Permanent

HOURS

Full time, 37.5 hours per week

LOCATION

Flexible, with regular travel to EOA offices in East Yorkshire

SALARY

Upto £32,000 + 7% pension and 30 days leave (+ Bank Holidays)

REPORTS TO

Membership Community Manager

LINE MANAGEMENT

None currently



EMPLOYEE OWNERSHIP

Evidence shows that employee ownership as a succession or growth plan, through offering employees a meaningful stake and a say, engages and empowers them to drive performance, while rooting sustainable, good jobs in regional economies.

Employee-owned businesses benefit from unlocking the potential of individuals and uniting them behind a common purpose, sharing both responsibility and reward. This in turn unlocks the potential of the business to be more innovative, more resilient, and increase productivity and performance.

The employee-owned business sector has seen unprecedented growth – it has more than doubled since 2020. There are now more than 1,650 employee-owned businesses in the UK. These businesses exist across a range of sectors including, professional services, manufacturing, construction, wholesale and retail, information and communications, health and social care, among others. The recent growth in the sector has been seen as a perfect storm of increased awareness, a sharper focus on succession brought about by the pandemic and - through the ESG agenda - greater focus on how people are impacted by business. Latest research via The Knowledge Programme evidences employee-owned businesses are 8% to 12% more productive, make a disproportionate contribution to the UK economy, and see increased profits since making the transition.

The sector is growing because it offers a succession solution that sustains the values, culture, and ethos of the business, as well as employment for future generations. It makes businesses independent and able to make decisions and invest over the longer term, making them more resilient to shocks and challenges. It is also credited with supporting with recruitment and retention, making it well suited to the challenges of 21st century management. It currently contributes more than £30 billion to GDP, adding to the diversity of Britain's economy through offering a vibrant and different model for achieving business success.



WHO WE ARE - THE EOA

As the 'go to' place for great employee ownership in the UK, the purpose of the Employee Ownership Association is to unlock the potential of people, business and the economy through employee ownership. We are a responsible, inclusive and growing membership organisation with an insatiable appetite to:

- Realise the potential of employee ownership.
- Deliver unrivalled value for our members and their employee owners.
- Champion the benefits of employee ownership.
- Grow the size of the sector.

Most businesses that are moving into employee ownership or want to maximise the success of their employee-owned business are members of the Employee Ownership Association.

Established in 1979, the EOA is a not for profit and politically independent organisation that works in close partnership and builds strategic relationships with its members to champion, promote and provide insight into the business case for employee ownership. Members benefit from unique learning, networking and trading opportunities across the network of diverse companies of all sizes and sectors

- We support our members to explore, transition to, and develop as employee-owned businesses.
- We connect our members with learning and with each other to share best practice and support them to celebrate and champion their EO success stories.
- We represent the sector and campaign for the right policies and environment to grow and sustain employee-owned businesses.

WHO WE ARE – OUR PEOPLE AND CULTURE

Modest in size but with big relationships, we are a team of 15 staff based at a new HQ. Our stakeholders include the Board, President, Trustee Members, Membership Council, Specialist Advisors, and all member businesses as well as various member groups, prospective new members and the wider business community in general. The annual turnover of the Employee Ownership Association is £1.5 million.

In pursuit of our purpose to unlock the potential of people, businesses and the economy through employee ownership we are:



BOLD

We are growth minded and challenge conventional thinking to drive better business.



INSPIRING

We nurture relationships and develop networks to achieve mutual goals.



COLLABORATIVE

We evoke passion for and influence interest in Good EO.



CARING

We make business personal and empower others to succeed.

ROLE DETAILS

The Membership Executive's main purpose will be to contribute directly to the revenue targets for the organisation. 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. Promotion of all EOA products and services, including training courses, events, and related opportunities.

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 delivery Great EO.

Activity driven through our intuitive AMS system providing data to support related objectives. The role requires effective relationship management with individuals in roles across a member business as part of recruitment and retention. Working towards targets, with the support of the skills and insight of the EOA team.

There will 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 and face-to-face events across the UK, as an advocate and representative of both employee ownership and the EOA.



KEY ACTIVITIES – ROLE SPECIFIC

Primary Accountabilities

Reporting into the Membership Community Manager, the role is accountable for:

- Both proactive and reactive 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.
- Input and review data within our AMS and acting accordingly to ensure demonstration of member value.
- Actively working towards revenue targets from subscription, and non-subscription based opportunities.
- Providing relevant guidance and support to members to complement the technical legal and accounting advice provided by professional advisors.

Main Responsibilities

- Gather relevant information, providing guidance in order to recruit to membership and then manage that relationship to retain membership.
- Support fulfilment of all commercial and non-commercial targets, including event bookings, ticket sales, training courses, and sponsorship where relevant.
- Undertake targeted and proactive approaches via email and phone to non-member, employee-owned organisations to seek and secure opportunities for recruitment.
- Comprehensive and effective use of the AMS in order to achieve related targets and demonstrate the relevance and value of EOA membership.
- 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.

ABOUT YOU

Knowledge and experience

- 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 long-term relationships at all levels.
- Commercial/business exposure to understand variety of industries and markets.
- Awareness and understanding of broad economic environment e.g. cost of living, ESG, etc.
- Use of AMS to support delivery of a data focused, and member centric experience for members.
- Use of social media and other digital platforms/tools to interact with members.
- High level of competence in using Microsoft Teams, and general IT systems.
- A level or equivalent qualification.

Personal Attributes

The ideal candidate will have:

- Interest in the work of the EOA and the impact of employee ownership on businesses, employees, the economy and society.
- A drive and desire to work to high standards and achieve success.
- 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.
- Strong personal organisational skills and attention to detail.
- Ability to process and analyse data and provide reporting as required.
- A broad understanding or appreciation of the political and economic environment in the UK.
- An appetite to build their knowledge and grow their skills.

HOW TO APPLY

The EOA commits to recruiting to from a diverse range of backgrounds and welcome applications from under-represented groups. We recruit on both skills and fit with the values of the EOA as a purpose-driven organisation.

For a discussion about the role call Lesley Robinson on 01482 667122.

To apply, send a two-page CV plus a letter that explains what skills experience and approach you would bring to the role to

Lesley.Robinson@employeeownership.co.uk by 11:59pm on 14 January 2024.