



Staffordshire
Chambers of
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Recruitment Pack

Membership Sales Officer

Full Time

Permanent Position

December 2021



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At Staffordshire Chambers of Commerce, we believe that we can help all the people of Staffordshire to be more prosperous and have more opportunities, by helping businesses to belong to the Chamber and do things better. We take pride in delivering excellent services to our members and expect the highest standards from our employees.

MEMBERSHIP SALES OFFICER

We have a fantastic opportunity for a Membership Sales Officer to join our team, based at our offices at Festival Park, Hanley. We offer an attractive benefits package, a rewarding role in a great team and good opportunities for personal development. This is a full-time role, working Monday to Friday, a total of 35 hours per week, with the possibility for some of the role to be carried out as agile/home working.

Further information about Staffordshire Chambers of Commerce is available on our web site <https://staffordshirechambers.co.uk/careers> Closing date: Monday 13th December



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About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was born out of a desire from businesses to meet and trade and ensure that there was a voice for business and an organisation to represent their needs and deliver services to help them. We continue to deliver this role and have developed a wider relationship as part of the recognition of the contribution that the business community makes to economic and social success.

We provide the following services to support businesses start, grow and succeed.

Business Support – we are, at our heart, a membership organisation and believe that the best business support can come from the services we offer through our experienced staff. We have a range of member only services as well as funded programmes. We have developed specific membership offers to reflect our local economy in response to various sector groups in membership. **Enterprise Support** – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business and industry. We have established a club specifically for fledgling businesses to help them get established and lead into membership of the Chambers.

Trade – we encourage international trade through our DIT programme and export documentation service as well as supporting local trading through exhibitions, events and lobbying for local procurement opportunities. We have launched a specific international trade membership offer.

Training – we have a comprehensive, business focussed programme of training to encourage the workforce to reach its full potential, and which can be delivered on our premises or in a business through a bespoke service. We are developing our offer through partnerships with the universities and FE colleges in the county.

Events - we organise over 150 events each year of varying scale and size. This supports and informs business, helps strengthen supply chains and informs the business community of funding, finance, legislation, opportunities and risks.

Representation – this is a service at the heart of Staffordshire Chambers and is largely to support members. We do take on issues that affect the whole business community and lobby at all levels of policy and decision making.



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Job Description

Job Title:	Membership Sales Officer
Accountable To:	Head of New Business
Location:	Staffordshire Chambers of Commerce

Our Vision

All employees of the Chamber are expected to contribute to our vision:

‘Staffordshire Chambers believes that we can help all the people of Staffordshire be more prosperous and have more opportunities, by helping business to belong to the Chamber and do things BETTER’.

Our Values

Our vision is supported by a set of core values which define the standards and behaviours which are expected of all employees:

We are:

- **Bold**
We try new things
We are passionate about making a difference
We always put our members first
- **Excellent**
We achieve the highest standards
We seek to improve continuously
We are committed to equality of opportunity
- **Trusted**
We communicate well
We are consistent in our approach
We put colleagues and customers first
- **Team Focused**
We are an outstanding team
We are focused on achieving our vision
We respect and support each other
- **Ethical**
We represent our members professionally
We make a positive contribution to the community
We act with integrity
- **Responsive**



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We are open to change
We respond positively to customer feedback
We maximise opportunities

Job Purpose

To promote Staffordshire Chambers services and sell membership to local businesses with excellent customer service and building and retaining great relationships with members.

To provide knowledge/expertise to businesses on all elements of the Chambers membership and its benefits.

To seek opportunities to recruit new members through own initiatives (digitally and in face to face) such as networking events, campaigns and visiting businesses.

Principal Accountabilities

1. Proactively generate and progress new membership leads through own initiatives, including business networking and targeted campaigns (by sector, size, geographical locations) using digital as well as “in real life” techniques.
2. Build strong working relationships with the Chambers’ internal teams, encouraging cross referrals and achievement of new member lead generation targets (financial and numerical).
3. Respond to direct enquiries from potential members, providing an excellent responsive service in line with the Chambers’ values.
4. Arrange and attend meetings with potential members to provide them the information they require, with the aim of securing their commitment to membership.
5. Plan and prioritise follow up activities to sign new members.
6. Achieve identified membership recruitment targets (financial and numerical).
7. Where appropriate, refer new members to Chamber revenue generating services e.g. Westfield Health, Moneycorps to support commission revenue targets.
8. Be a positive ambassador for Staffordshire Chamber of Commerce and British Chambers of Commerce.
9. Support the delivery of regular potential member recruitment events.



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10. Support membership retention activity, when required, by visiting existing members and engaging them in additional Chamber services and benefits.
11. Produce regular progress and key performance indicator reports as requested by the Head of New Business.
12. To develop mechanisms for proving the value of Chamber membership and use of services
13. Be aware of new best practice initiatives for enhancing membership levels and implement these as appropriate for the benefit of the Chamber

General requirements

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Contribute to the Chamber's commitment to work in a Commercially successful way
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with the Chamber's culture, values, aims and objectives
- Act as a positive ambassador for the Chamber at all times when dealing with members or representing the business
- Positively contribute to the Chamber's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required

NB: This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, Staffordshire Chambers of Commerce may affect any necessary change in job content or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.



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I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.

Name (Please print): _____

Signed: _____ Date: _____



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Person Specification

Job Title: Membership Sales Officer		
Criteria	Essential or Desirable	Method of Identification
Qualifications		
Minimum A-level standard (or equivalent)	Essential	Application
Sales and marketing qualification	Desirable	Application
Proven Experience		
Sales and customer service experience	Essential	Application
Experience or understanding and awareness of current business structures and issues, both generic and specific to Staffordshire.	Essential	Application/interview
Experience of working for a membership organisation	Desirable	Application/interview
Experience of working in partnership with other organisations	Essential	Application/interview
Experience of working in a customer retention role with a tailored/personalized offering	Desirable	Application/interview
Experience of talking to businesses and understanding their issues	Essential	Application/interview
Proven experience of business development and CRM	Essential	Application/interview
Experience of organising or attending business networking events	Essential	Application/interview
Proven experience of working to financial targets	Essential	Application/interview



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Knowledge, Skills and Abilities		
Ability to generate sales leads	Essential	Interview
Highly competent use of IT	Essential	Interview
Commitment to achieving the Chamber's vision	Essential	Interview/practical assessment
Able to contribute positively to the Chamber's BETTER values	Essential	Interview
Outstanding customer service skills	Essential	Interview
Professional and friendly approach	Essential	Interview
Time management, able to prioritise and achieve deadlines	Essential	Interview
Excellent verbal and written communication skills	Essential	Interview
Problem solving skills – able to work on own initiative	Essential	Interview
Knowledge of the appropriate use of social media in a sales/service environment.	Essential	Interview
An awareness and understanding of the British Chambers of Commerce	Desirable	Interview



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Other Attributes		
Positive and proactive approach	Essential	Interview
Ability to work well in multi-disciplined/cross-functional teams	Essential	Interview
Team player	Essential	Interview
Professional and friendly approach	Essential	Interview
Full clean driving license and access to a vehicle	Essential	Interview
Able to work flexibly including evenings at times	Essential	Interview



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Equality and Diversity Monitoring

Staffordshire Chambers of Commerce is committed to equal opportunities and diversity in all its activities. It is determined that in its provision of services and as an employer it will ensure equality of opportunity for all, regardless of age, race, gender (including gender reassignment), disability, marital status, sexual orientation, or religion or personal belief.

To help us implement and monitor this policy please could you provide us with the following information:

Please circle as appropriate -

1. Gender Male Female Other

2. Disability – Do you consider yourself to have a disability?

Yes No

If yes, please give brief details:

3. Date of Birth

16 - 25 26 – 35 35 – 56+

4. Ethnic Origin

A. White

British

Irish

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Any other white background, please state

B. Mixed

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background, please state

C. Asian, Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background please state

D. Black, Black British

Caribbean

African

Any other Black background, please state

E. Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh or other ethnic group

Chinese

Any other background, please state

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5. Sexual Orientation

Bisexual

Heterosexual

Homosexual (Lesbian/Gay) Other

6. Religion or Personal Belief (Please state)

Thank you. This information will be kept separate from your application form and will be treated in the strictest confidence.



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Staffordshire Chambers of Commerce is a Forces friendly employer and have signed the Armed Forces Covenant. Additionally, we hold the gold award for the Employer Recognition Scheme. Staffordshire Chambers of Commerce welcomes applications from the Armed Forces and their families and ensures that no one is disadvantaged. If you are serving or have served in the Armed Forces (or are a family member of) please state this on your application.



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Data Protection

Staffordshire Chambers of Commerce will use any data you provide in your application to assess your suitability for the position advertised. This data will not be further processed unless your application is successful.

All candidate information gathered through our recruitment campaigns will be protected and we will fulfill the requirements of the relevant legislation.

In the case of unsuccessful applicants, we will retain all relevant recruitment paperwork for a period of 12 months in case of any claim/dispute, after this time the paperwork will be destroyed by shredding or other confidential waste disposal methods.

Successful candidates will have their recruitment paperwork retained within personnel files and in line with our data retention schedule.

The Chamber will not use any form of automated processes in its recruitment decision making.

If you require any further information in relation to the protection of your data, please contact us using the details or view our privacy policy at:

www.staffordshirechambers.co.uk



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How to Apply

Please send your CV to Sonia Bhattle **together with a supporting letter** detailing how you meet the requirements of the Membership Sales Officer role and how you support the Chamber BETTER values.

Applications should be emailed to Sonia.bhattle@staffordshirechambers.co.uk or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke on Trent ST1 5BE

Closing date: Monday 13th December

Thank you for your interest. We hope that this recruitment pack provides all the information you require, however if you have any queries, or would like to have an informal conversation about this role please contact Sonia Bhattle on 01782 202222

Staffordshire Chambers of Commerce is an equal opportunities employer