

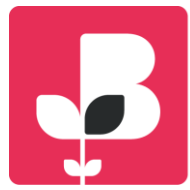


Staffordshire
Chambers of
Commerce.

Membership Sales and Retention Officer

Full Time

Recruitment Pack



Staffordshire
Chambers of
Commerce.

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 and Retention Officer

£30,000 – £35,000

Based at our offices in Festival Park, Hanley, this is a full time role hours of work are 35 per week, 9am to 5pm Monday to Friday.

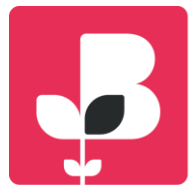
We offer an attractive benefits package, a rewarding role in a great team and good opportunities for personal development.

To apply, please send your CV to karena.pawlak@staffordshirechambers.co.uk together with a supporting statement detailing how you meet the requirements of the role and how you support the Chamber BETTER values.

Closing date: Monday 10th February 2025

Staffordshire Chambers of Commerce is committed to equality, diversity and inclusion at work.

Armed Forces Friendly Employer: Staffordshire Chambers of Commerce has signed the Armed Forces Covenant and we hold the gold award for the Employer Recognition Scheme. We welcome applications from members of the Armed Forces and their families. If you are serving or have served in the Armed Forces (or are a family member of) please state this in your application.



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 together 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.

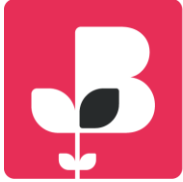
Enterprise Support – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business 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.



Job Description

Job Title:	Membership Sales & Retention Officer
Accountable To:	Head of Membership & 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**
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 existing members.

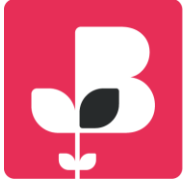
To provide knowledge/expertise to businesses on all elements of the Chambers membership and its benefits.

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

To utilise channels such as social media Linked in for generating leads and use positively the functionality of Ai.

Role Responsibilities

1. Proactively sell, 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. Ensuring sales targets are achieved, both personal and team
2. Build strong relationships with Members, once recruited, looking after a portfolio of Members, ensuring they engage and utilise all the services we offer, hitting retention targets as set.
3. Identify, qualify, and generate new opportunities in UK large enterprise and commercial business
4. Execute a highly disciplined and metric-driven sales process.
5. Act as a trusted advisor to the customer by developing deep relationships with both end-users of the Traceable product and C-level executives.
6. Build and maintain a robust pipeline of at least 3x revenue target to achieve revenue quota on a quarterly and annual basis.
7. Provide accurate sales forecast and activity metrics in CRM.
8. Maintain a high level of relevant technical & industry knowledge.
9. Expect moderate travel.



10. Build strong working relationships with the Chambers' internal teams, encouraging cross referrals and achievement of new member lead generation targets (financial and numerical).
11. Respond to direct enquiries from potential members, providing an excellent responsive service in line with the Chambers' values.
12. Arrange and attend meetings with potential members to provide them the information they require, with the aim of securing their commitment to membership.
13. Plan and prioritise follow up activities to sign new members.
14. Achieve identified membership recruitment and retention targets (financial and numerical).
15. Utilise and be familiar with Ai, linked in and social media channels to generate leads and save time
16. Where appropriate, refer new members to Chamber revenue generating services e.g. Westfield Health, Moneycorp, to support commission revenue targets.
17. Be a positive ambassador for Staffordshire Chamber of Commerce and British Chambers of Commerce.
18. Support the delivery of regular potential member recruitment events.
19. Support membership retention activity, by visiting existing members and engaging them in additional Chamber services and benefits.
20. Produce regular progress and key performance indicator reports as requested by the Head of New Business.
21. To develop mechanisms for proving the value of Chamber membership and use of services
22. 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, sales targets and retention targets
- Always seek to continuously improve so that the highest quality standards are achieved
- Understand Product portfolio and map to potential client needs
- Manage lead generation, pipeline creation and Sales.
- Lead Generation via CRM, LinkedIn, etc.- Identify Prospects, right contacts, decision makers
- Scope opportunity and develop relationships with potential client
- Value sell: Understand the individual and unique needs of customers
- Follow up & secure first meeting
- Support marketing activities with relevant content creation
- Database management, Log Calls and Data in CRM, Excel sheets etc
- Follow news and stay updated on targets
- Achieve daily, monthly and quarterly targets
- Research on accounts to help increase interest
- 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.

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: _____

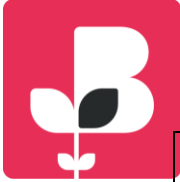




Person Specification

Job Title: Membership Sales & Retention 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





Knowledge, Skills and Abilities

Ability to generate sales and 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

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

