



Staffordshire
Chambers of
Commerce.

Job Description

Job Title	Membership Engagement Officer
Accountable to	Head of Membership and 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 of 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 behaviour 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



Staffordshire
Chambers of
Commerce.

Job Purpose

To support the overall Chamber member experience, building relationships and driving member retention and sales through encouraging benefit usage and providing proactive support.

To Provide excellent customer service in helping businesses find the answers to their issues by carrying out business diagnostics and referrals to both telephone calls and face to face meetings

Key Responsibilities:

1. To provide a coordination role for Staffordshire Chambers and their member to ensure that a full Chamber service is available to them.
2. To provide support and service for steering groups responding to their requests. Issues using the whole Chamber team.
3. To make 30 successful telephone calls daily, speaking to the principal contact. From a list of existing Members, as part of the member journey. Following guidelines for scripted questions/framework and gather data and intelligence on what support the member most needs.
4. To retain Chamber membership at the agreed target level, fulfil all given targets for the Chamber and for the different trade sections and groups in your designated area, and provide accurate, detailed tracking information to show progress.
5. To recruit new Chamber Members weekly in line with personal targets as set, to assist in general recruitment of Members and growth of The Chamber Membership overall.
6. To encourage all members to increase their involvement with the Chamber by doing 'one new thing' each year and attending events.
7. To ensure that Members are presented with ALL the opportunities in terms of additional revenues, sponsorship, Daily Focus advertising, Focus magazine advertising, Awards, Let's Do Business & general events. Ensuring personal up-selling targets are achieved.



Staffordshire
Chambers of
Commerce.



8. To facilitate the delivery of membership services by providing information and supporting the members on how to access the benefits available to them. For example, providing login details to HR and legal help line, Health and Insurance plans and any other relevant services and partners.
9. Follow the customer journey as set, with your consistent contact with Members, to ensure regular updates are presented to them and engagement is noted. This involves chasing Members who have lapsed or are now on the debtors list. Work with accounts and those who manage the debtors and accounting files.
10. Follow the customer journey as set, with your consistent contact with Members, to ensure regular updates are presented to them and engagement is noted. This involves chasing Members who have lapsed or are now on the debtors list. Work with accounts and those who manage the debtors.
11. To ensure all members are contacted regularly in line with agreed member contract and member journey targets and manage the information and any necessary following up from any account management system to achieve 80% – 90% retention rates.
12. In consultation with members, provide the central events team with a programme for ideas for member events.
13. To support in the delivery of the growth hub diagnostic service by completing diagnostic forms for business where appropriate.
14. To work with all internal Chamber teams including Policy, Business Support, Marketing, Training and International Trade to ensure that all interests and needs of all members are communicated and to keep members informed of any changes to the offer and services of the Chamber as a whole and so be aware of all aspects of the Chamber.
15. To attend events to meet members and encourage retention. Including events in Stafford, Stoke and across the whole of Staffordshire.



Staffordshire
Chambers of
Commerce.



16. Raise the profile of Staffordshire Chambers with the support of the marketing and events team and including the use of social media and the production of newsletters.
17. To record all activities with members on Ready Membership, keeping the database up to date with amendments.
18. To produce regular data, as requested by the CEO, or senior management on membership.
19. To support finance team where required with follow up invoices and chase outstanding membership debts and to provide detailed information and research as to what business value (or don't value) from Chamber membership.
20. To have own transport to enable travelling to events etc.
21. To work hours outside of normal hours, as required, at Events, Awards, Lets Do Business as required.
22. Assist in recruitment of Chamber Members through all opportunities given.
23. To adhere to all the Chambers policies and procedures, especially Health & Safety and IT and ensure compliance at all times.
24. To work with the membership team to help develop the chamber offer, receive feedback and look amend offer to address concerns.
25. To look at how the Chamber can use social media and AI to drive retention rates and to learn from other Chambers and/or membership organisations.
26. Use AI for the script summary from phone calls and use this to update RM.



Staffordshire
Chambers of
Commerce.

General Requirements

- Work diligently to meet the requirements of the role
- Use the Chambers' CRM system and others as relevant to the role
- Always seek to Improve to achieve the highest quality standards and follow the Chambers' quality assurance operating procedures
- Contribute to the Chambers' commitment to work in a commercially successful way
- Participate in internal and external meetings and training as required
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Participate positively in one to ones and appraisals
- Work in accordance with the Chambers' culture, values, aims and objectives
- Always act as an ambassador for the Chamber at all times when dealing with members or representing the business
- Contribute to the Chambers' 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 required
- To work from other Chamber offices as well as Stafford if required



Staffordshire
Chambers of
Commerce.

Person Specification

Job Title: Membership Engagement Officer		
Criteria	Essential/ Desirable	Method of Identification
Qualifications		
Minimum A-Levels standard (or equivalent)	Essential	Application
Sales and marketing qualification (experience may compensate)	Desirable	Application / Interview
Proven Experience		
Minimum two years' experience in a sales or member retention role	Essential	Application/ Interview
Proven experience of working to targets	Essential	Application/ Interview
Experience of working for a membership organisation	Essential	Application/ Interview
Experience of working in a customer retention role with a tailored/ personalised offering	Essential	Application/ Interview
Proven Experience of business development and using CRM systems	Essential	Application/ Interview
Knowledge, Skills and Abilities		
Highly competent use of IT, strong working knowledge of Microsoft office and CRM systems	Essential	Application/ Interview
Outstanding customer service skills with the ability to listen and interpret customer needs	Essential	Application/ Interview
Excellent verbal and written communication skills	Essential	Application/ Interview



Staffordshire
Chambers of
Commerce.



Problem solving skills with the ability to work on own initiative and the confidence to develop relationships	Essential	Application/ Interview
Commitment to achieving the Chambers' vision	Essential	Application/ Interview
Able to contribute positively with the Chambers BETTER values	Essential	Application/ Interview
Time management, able to prioritise and achieve deadlines	Essential	Application/ Interview
Other Attributes		
Professional and friendly approach	Essential	Interview
Positive and proactive	Essential	Application / Interview
Team player	Essential	Interview
Self-starter	Essential	Interview
Driver with own vehicle	Essential	Interview
Able to work flexibly including evenings and weekends when required	Essential	Interview