



Job Description

Job Title	Membership Success & Retention Executive
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 behavior 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 proactively monitor member engagement levels using agreed KPIs and engagement data, identifying members at risk of disengagement and conducting intervention conversations to understand barriers to engagement, demonstrate value and agree actions to increase involvement and retention.

To ensure every Chamber Member receives at least one structured annual review conversation, discussing their business objectives, satisfaction with Chamber membership, value received, future needs and opportunities for increased engagement.

To maintain and monitor member engagement and retention indicators, including attendance, utilisation of benefits, event participation, referrals, sponsorship activity and service usage, ensuring appropriate follow-up actions are taken where engagement falls below agreed thresholds.

To identify opportunities for highly engaged members to deepen their involvement with the Chamber through sponsorship, advertising, events, committees, awards, partnerships and other Chamber services where these align with the member's objectives.

To support the overall Chamber member experience, building relationships that drive membership retention and income through reviewing and encouraging membership benefit optimisation, whilst providing proactive membership support.

To provide excellent customer service in helping businesses find the answers to their issues by carrying out telephone business diagnostic/support calls and meeting members face to face at selected Events such as Meet the Members Breakfast and Speed networking.

We are a
**Living
Wage**
Employer



**EMPLOYER
RECOGNITION
SCHEME**

GOLD AWARD



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. This role is primarily telephone-based, with a strong focus on proactive member engagement and relationship building.
3. To provide support and service for steering groups responding to their requests. Issues using the whole Chamber team.
4. To conduct proactive member engagement conversations, annual reviews, intervention calls and follow-up discussions with members, achieving agreed contact and engagement targets whilst gathering valuable insight into member needs, challenges and opportunities.
5. 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.
6. To refer to Sales Team any opportunities for new Chamber Members in line with personal targets as set, to assist in general recruitment of Members and growth of The Chamber Membership overall.
7. To develop individual engagement plans where appropriate, encouraging members to experience new Chamber services, events, programmes and networking opportunities that support their business objectives
8. 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.
9. 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.



10. To manage member relationships throughout the member lifecycle, including onboarding, engagement, intervention, renewal and retention activity, ensuring members receive consistent support and maximum value from their membership.
11. To deliver the agreed member journey programme, ensuring all members receive timely and meaningful contact, including onboarding calls, annual reviews, intervention conversations and renewal discussions, contributing towards Chamber retention targets of 85%-90% or above.
12. To identify and manage a pipeline of at-risk members, maintaining records of intervention activity, agreed actions and outcomes, and working collaboratively with colleagues to improve member retention and satisfaction.
13. To gather, analyse and communicate member feedback, concerns and emerging trends, providing recommendations to improve member experience, retention and overall Chamber value proposition.
14. In consultation with members, provide the central events team with a programme for ideas for member events.
15. To support in the delivery of the growth hub diagnostic service by completing diagnostic forms for business where appropriate and help with the QES surveys and Business Awards entries.
16. To work with all internal Chamber teams including Policy, Business Support, Marketing, Events, 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.
17. To attend specific events to meet members and encourage retention. Including events in Stafford, Stoke and across the whole of Staffordshire.
18. 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.



EMPLOYER
RECOGNITION
SCHEME

GOLD AWARD

We are a
**Living
Wage**
Employer



19. To record all activities with members on Ready Membership, keeping the database up to date with amendments.
20. To produce regular data, as requested by the CEO, or senior management on membership.
21. 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.
22. To have own transport to enable travelling to events etc.
23. To work hours outside of normal hours, as required, at Events, Awards, Lets Do Business as required.
24. Assist in recruitment of Chamber Members through all opportunities given and refer these opportunities to the sales team.
25. To adhere to all the Chambers policies and procedures, especially Health & Safety and IT and ensure compliance at all times.
26. To work with the membership team to help develop the chamber offer, receive feedback and look amend offer to address concerns.
27. 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.
28. Use AI for the script summary from phone calls and use this to update RM.



EMPLOYER
RECOGNITION
SCHEME

GOLD AWARD



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



**EMPLOYER
RECOGNITION
SCHEME**

GOLD AWARD



Job Title: Membership Success & Retention Executive

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
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





Staffordshire
Chambers of
Commerce.



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

