

Position Description – Membership Manager (Part-Time)

Role Title:	Membership Manager
Reporting: (direct)	Head of Marketing
Scope:	Identify opportunities and implement recruitment and retention initiatives in the aim of supporting member growth and renewal.
Critical Relationships:	<ul style="list-style-type: none"> • Event Manager • Sales team
Key Responsibilities:	
<p>Member Engagement</p> <ul style="list-style-type: none"> • Identify prospective members and develop and implement a membership attraction program • Communicate member benefits and new initiatives to members on a regular basis • Seek and negotiate member participation in Bureau marketing and distribution activities • Create and distribute annual member invoices and follow up outstanding payments • Conduct member training sessions on bulletin response and site inspections • Maintain database to ensure all member communication and activities are recorded • Respond to member queries in a timely manner • Distribute member reports including hot leads and business events calendar • Maintain ongoing member communication in a positive and proactive way to increase engagement with the Bureau. • Plan and conduct induction training with new members and assist with developing member education programs • Review member benefits and provide strategic advice to executive team as required • Ensure Bureau team are kept up to date with member product and services – organise briefings and site inspections accordingly <p>Relationship Management</p> <ul style="list-style-type: none"> • Maintain relationship with Bureau members, ensuring member products are represented to clients in the best possible way • Develop and strengthen relationships with industry leaders and key stakeholders • Represent the Bureau at key industry functions and events • Maintain a high profile within the business events industry to ensure continuing and increased awareness of the Bureau <p>Database Management/Reporting</p> <ul style="list-style-type: none"> • Monitor performance against KPI's and strategic plan • Add and maintain accurate data information and accounts on Bureau database • Source and prepare data for specific reports as requested by executive team • Submit accurate expense reports monthly <p>Other</p> <ul style="list-style-type: none"> • Continue professional development in conjunction with key performance objectives • Represent Canberra Convention Bureau in a professional and ethical business manner at all times • Proactively build knowledge of assigned target markets and share knowledge with team • Other tasks and responsibilities as required with the operation of the Bureau. 	

General Responsibilities (included on all Bureau job descriptions)**Administration and Reporting**

- Administration and reporting as necessary to agreed protocols and time schedules.

Human Resource Management

- Participate and complete Professional Development and Training plans as agreed.
- Actively participate in annual performance reviews.
- Establish and maintain effective working relationships with co-workers, supervisors' members, stakeholders, and the general public.

Industry Knowledge

- Maintain awareness and knowledge of the business tourism sector, in particular the Canberra region environment.

Corporate Governance & OHS

- Ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.

Perform duties as required towards growth in business events for the destination.