

WE'RE HIRING A HEAD OF MEMBERSHIP

Are you energised and experienced at developing and maintaining great relationships? Are you looking to make a big impact, develop a team and be an integral part of the leadership team?

This could be the perfect role for you.

The society is a thriving global membership of influential marketing leaders. Through our events, content and professional development we are having the conversations that matter and building meaningful connections. Ideally, you'll come with our own black book, however we have one of our own that needs nurturing.

What we're after

Someone to who knows how to keep our members active and engaged

Someone who can devise a cunning recruitment strategy designed to attract the most senior business leaders within marketing and advertising

Someone to work closely with the Head of Global (based in Dubai) to ensure we continue to grow our global communities in New York, Dubai, Scotland, Hong Kong, Singapore, and New Delhi

Someone who's held a senior role in customer and relationship success. Show us how you've previously led a team to consistently deliver a great experience for customers

Someone with a B2B background serving C-suite customers in either a membership, events or a service organisation

What we offer

A competitive salary

Pension scheme

Generous holiday allowance

Generous maternity/paternity policy

Flexible working
Fast career development
The opportunity to be at the heart of an expanding global business
Working with a fabulous, talented bunch at the very core of the marketing industry.

THE FINE PRINT

Responsibilities

Work closely with the Commercial Director and Head of Global to develop and be accountable for the global strategy to grow membership with a particular focus on engagement and retention.

Leadership

- Being a part of the leadership team, lead, train, develop and support a team of five
- Responsible for the membership and professional development proposition
- Work with the FD on defining budgets and maintain a forecast throughout the year
- Accountable for achieving the annual revenue target
- Work closely across sponsorship and event son product development
- Attend both internal and external events, championing the society
- Track and submit team commission earnings
- Report membership figures in weekly Leadership meetings and providing progress figures for monthly board meetings

Acquisition

100 new members per annum (1 corporate on average a month with 10 members)

- Proactively solicit and recruit new members against the budgeted and sector targets through recommendations, researching the trade press, LinkedIn, our existing database as well as making connections at our 60 London events
- Build and maintain a pipeline of leads to conversion, using Customer Relationship Management (CRM) tools (Salesforce) to constantly track personal progress including actuals and forecasts against pipeline and sales targets
- Ensure all potential membership prospects are identified and explored fully by the team.
- Collate and act on feedback from the team to further enhance the development of the membership offering.
- Record outcomes and actions from meetings and calls and maintain data on all sales leads and conversions on the CRM database in accordance with data practices, data protection policy and team procedures.
- Proactively maintain a high level of up to date knowledge and awareness of business issues, the business market, business sectors and services offered

by the and its competitors through review of external data and regular liaison with teams and its communications.

- Identify potential sponsors of events and activities and pass these on to the Sponsorship Manager.

Account Management

Churn to be maintained at 15%

- Maintain and develop your own account relationships (30 key corporate members) as well as key and strategic accounts held.
- Ensure engagement is maintained across all accounts, ensuring members make the most of their membership by event attendance online resource, profiling, awards submissions, professional development, building connections etc to ensure continued yearly renewal.
- Ensure corporate members are aware of events in time to maximise attendance by sending regular email updates and monthly round-ups.
- Present to the corporate teams explaining what the access gives them. Teams range from 10 up to 50.
- Provide regular engagement reports to the key contact. Ensure you are leading on the reporting and using best practice.
- Work with the Head of Global on ensuring a consistent proposition across the global network, working to develop collateral and materials.
- Maintain comprehensive knowledge of all Marketing Society activities, including professional development and commercial partnerships in order to contribute to those business areas.

General

- Ensure processes and activities are fully compliant with protocols and legislation including data protection and marketing communications.
- Set high levels of professional performance and image in all written, verbal and face to face communication, observing the quality standards and customer values and contributing to their continuous improvement.
- Play a positive role in team meetings and other internal communications

Person

The ideal applicant will:

- 5-7 years minimum management experience, with demonstrable leadership characteristics
- A proven track record in achieving sales targets and developing a thriving membership base
- Strong negotiation and commercial skills
- Clear strategic vision and ability to plan and manage workload effectively
- Be able to build big relationships, both internally and with a team

- Ability to balance achieving set goals with the demands of managing resource
- Excellent organisation time management and prioritisation abilities
- Analytical and data driven, with the ability to think laterally
- Sales funnel management
- Excellent written and verbal communication. Be comfortable presenting to a senior, often C-Suite, audience
- Have a strong customer focus – being able to meet the needs of internal and external stakeholders, understanding their requirements and responding appropriately in line with our business objectives
- Positive, can do attitude
- A passion for marketing
- Proficient with Microsoft Office and Salesforce
- Willing to attend events out of hours
- Reside within the UK and live within a commutable distance of Teddington
- Good understanding of London and its business community

To apply, email a covering letter explaining why you are the perfect fit for this role, along with your CV to tanya@marketingsociety.com