



JOB DESCRIPTION

Title: Membership Account Executive
Reporting to: Head of Membership
Salary: 24-28k plus commission

SYNOPSIS

We are looking for a Membership Executive to ensure The Marketing Society continues to grow as the leading global network for senior marketers by developing relationships with our key corporate members and pursuing targeted new business.

ROLE

- Directly account manage 70 corporate accounts
- Sending them reminders and invoices in a timely fashion and ensuring they are paid on time
- Drive both individual and corporate membership growth
- Upsell our professional development programmes to our members

KEY RESPONSIBILITIES

Membership

- To account manage 70 of our corporate members (e.g. Starbucks, Disney, McLaren, Twitter and more) through face-to-face meetings, presenting to full marketing teams, phone calls and emails
- Grow existing accounts to include additional members, event tickets and professional development programmes
- To oversee the 360 life cycle of a corporate member from prospect to renewal
- Responsible for renewal and new member administration processes including applications, renewal enquiries, payments and email communications
- Data capturing and auditing, ensuring membership data is added, amended and maintained promptly and accurately
- Co-ordinate regular member mailings and deal with related enquiries
- Report on monthly membership KPIs
- Bring new ideas and energy

KEY TASKS

- Manage own pipeline from the first contact with prospective corporate members to managing their joining process
- Call or email members to discuss their membership and assist them in renewing
- Account management of our corporate members by creating and sending renewal packages to key clients
- Input ideas to change or make improvements for the business and/or amongst the team during regular one to one meetings with your line manager

THE PERSON

The ideal applicant will:

- Will have 2/3 years' experience ideally in a membership, sales or account management role
- Excellent communication and relationship management skills
- Have a consistent approach, likes to challenge themselves and is driven by targets
- Organised and with acute attention to detail



- Familiarity with all major office applications, especially Excel - creating and ordering data
- Reside within the UK and live within a commutable distance of Teddington.

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

ABOUT US

The Marketing Society is an exclusive global network of senior marketers. Founded in London in 1959, it has emerged as one of the most influential drivers of marketing in the business community. Its purpose is to inspire its members to become bolder marketing leaders. The Society hosts over 120 events in its global hubs in London, Scotland, Dubai, Hong Kong, Singapore, New York and Delhi providing exclusive opportunities for members to connect and learn.

For more information visit www.marketingsociety.com