

Member Relations Manager Job Description

Role type: Full time, permanent.

Reports to: Chief Executive

Purpose of Job: Lead the delivery of a membership strategy which seeks to achieve the membership retention and growth objectives in the Professional Liverpool (PL) Strategic Plan and ensure that member engagement processes and outcomes are fit for purpose.

Location of work: Professional Liverpool office, and flexible as required during periods of lockdown/restrictions, and when undertaking meetings.

Hours: 37.5 hours a week.

Working hours are Monday to Friday 9am to 5.30pm. However, PL team members are also required to attend PL activities that might fall outside of these working hours.

Salary & Benefits: Competitive, based on experience.

Background Information:

When it comes to business, it is often who you know not what you know. Without the right connections, it can be a frustrating and occasionally lonely journey trying to build your business or career.

Professional Liverpool (PL) is Liverpool City Region's professional community; a place for member businesses and individuals to come together to *learn, connect, belong, and grow* - all while contributing to the economic success of the City Region.

The role will join the business at an exciting time. Having digitised the PL member experience over the last 18 months, the coming period provides an opportunity to explore how to blend the digital and physical activities and continue to deliver the quality outputs that PL is known for.

We are a small but dynamic team, and this role provides an amazing opportunity for both personal and professional development, working with and for our member community.



As we enter our 20th anniversary year, PL is seeking a creative and enthusiastic Member Relations Manager to lead on the delivery of its membership retention and growth objectives.

This exciting role is business-facing and will work closely with the PL member community to communicate and enhance the value of their membership, and to extend and strengthen existing relationships with them.

Internally, the role will work collaboratively with the PL Chief Executive to develop and implement a refreshed member engagement strategy and ensure that PL is continually exploring innovative ways of growing and diversifying the PL membership across the LCR business community.

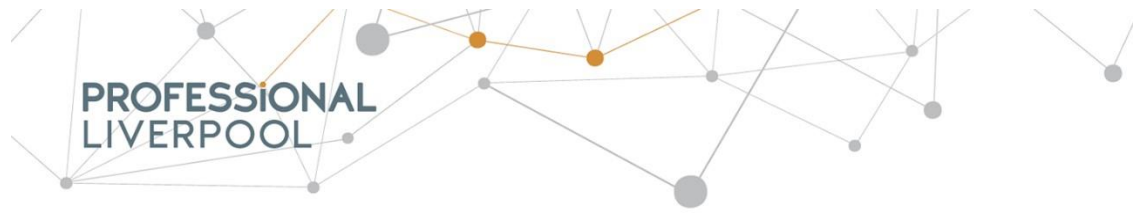
This is a diverse and challenging role supported by a collaborative team and Board, and one in which you will gain fantastic experience in developing and enhancing your professional network, alongside managing the delivery of key projects.

We are looking to identify an individual who already has already demonstrated a passion for delivering creative solutions for their clients and has a strong understanding of the opportunities presented by being involved with a professional membership organisation.

The role will involve, but is not limited to:

Member Engagement

- Lead the development and implementation of a refreshed member engagement strategy to ensure that PL is proactively engaging with its membership.
- Be recognised by the member community as the lead for their day-to-day engagement with PL and ensure members are aware of specific activities they could benefit from.
- Lead a regular review of PL's membership value proposition including the products, services, activities, and their benefits, and regularly updating marketing collateral to support this.
- Identify and actively promote opportunities within your network for PL revenue generation through partnerships, events, sponsorship, and other funding opportunities.
- Facilitate PL's Member Sector Groups and other member forums, workshops, and events as appropriate.
- Work collaboratively with the CEO and Board to identify and engage with key PL members to ensure that they are deriving significant value from their involvement with PL.
- Lead an annual Member Impact Survey process to ensure that PL obtains and acts upon relevant and timely member feedback on its activities.
- Lead the implementation of a new CRM system to drive improved member engagement, ensuring PL maintains more and better information on member businesses.



Member Recruitment

- Lead the recruitment of new members with a view to growing and diversifying PL's membership, and its engagement, across the Liverpool City Region business community.
- Represent PL at conferences and events across the Northwest of England to raise our profile, promote our activities, and identify and convert new member prospects.
- Lead the implementation of a new CRM system to support new member recruitment.

Business Planning

- Capture, analyse and report quarterly to PL's Board on feedback obtained through member engagement meetings, interviews, and surveys, alongside recommendations for improved engagement.
- Inform and influence the design of ongoing PL activities aimed at engaging the membership in research, best practice, and innovation.

PL Team activities

- Working alongside team members and Board, seek to embed and champion a diverse and inclusive organisational culture and values by adopting a collaborative, forward looking, and personable attitude.
- Actively contribute to regular operational team meetings, leadership team meetings, and Board meetings.
- Demonstrate agility and flexibility to perform duties that may be outside core accountabilities.

Person Specification

Knowledge, Experience and Qualifications

Essential

- At least 5 years' experience and an understanding of the Liverpool City Region and wider Northwest business community, and the issues facing the sectors that PL represents.
- Experience of using CRM systems, website CMS, and social media platforms including Twitter, LinkedIn, and Instagram to enhance member communications.
- Experience of digital communications and events platforms including Zoom and MS Teams.
- Experience of creating innovative products and services in response to member/client needs; including but not exclusively, events (digital and physical), workshops, research, and publications.



Desirable

- Experience of working for or with a business membership organisation, professional institute, or professional services firm.
- Experience of designing or implementing client relationship management strategies.
- A personal interest in Liverpool City Region and its future economic success.

Competencies

Essential

- Commercial awareness, including demonstrable experience of business development and marketing.
- Excellent written, verbal and presentation skills.
- Excellent planning, organisational and project management skills.
- Demonstrable ability to develop and maintain strong stakeholder relationships.
- A self-starter, but also able to work collaboratively and flexibly as part of a small, dynamic team.

Desirable

- Ability to work and establish strong and credible relationships with a wide spectrum of stakeholders.
- Ability to think and act creatively to solve problems and deliver positive impact.
- Knowledge of graphic design packages such as Canva and Adobe Illustrator, to support the development of marketing collateral and proposals.
- Strong research and analysis skills.
- Awareness and understanding of multiple business sectors.

To apply, please send your CV and a covering email of no more than 300 words to andrewruffler@professionalliverpool.com, explaining what difference you will make to PL and our member community as we move forward into our important 20th year and beyond.