

## Position Description: Member Relationship Manager

<b>Title:</b>	Member Relationship Manager
<b>Reports To:</b>	Customer Experience & Partnerships Manager
<b>Location:</b>	57 Kilmore Street, Christchurch
<b>Date Completed:</b>	August 2022
<b>Internal Relationships:</b>	Customer Experience Team, Executive Team, Finance Team, Business Advisory Team, Marketing Team, Events and Training Team
<b>External Relationships:</b>	Members, Partners, Chamber Board, Various Chambers, BusinessNZ
<b>Direct Reports:</b>	None

## Purpose of Member Relationship Manager Position

### Background:

Providing our members with an excellent Customer Experience is at the heart and soul of what we do. This role engages with current members and ensure that they are aware of the full range of services available to them as they journey through their membership with us.

### Position Objectives:

- Proactive relationship management with member base via digital, phone, and face to face interaction.
- Monitor engagement of current members and prioritise opportunities for further interaction with those who have low engagement with Chamber services.
- Work collaboratively with the Customer Experience team to explore new opportunities to enhance our customer experience.
- Keep our member database up to date including staff lists and contact details.

### The Role will include the Following Areas of Responsibility:

- Membership management and retention
- Product and Service Development
- Administration & Reception duties (on occasion)

## Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPI's) which will be discussed and agreed with you upon commencement. These include:

### Membership Management and Retention

- Regular contact with Members to discuss their needs and respond with appropriate service solutions and contacts via call cycles
- Monitor member engagement with Chamber services and proactively manage accordingly
- Proactively and confidently reach out to members with low Chamber engagement and communicate member benefits and services.
- Work closely with the wider business services team to share account management of specific industry groups
- Proactive account management of high value members and special membership groups including National members, Major Companies Group and Platinum Members
- Monitor renewals and use sales and service excellence to retain and strengthen member base
- Maintaining a positive customer experience throughout member lifecycle
- Ensure all member records are kept up to date including online access and log-in registrations

- Attend networking opportunities to engage with members and develop relationships
- Complete all follow up tasks from Member contacts in a timely way
- Record all Member engagement in our CRM.

#### **Product and Service Development**

- Help to prepare surveys
- Collating and analysing data from surveys
- Supporting any customer trials that are run that relate to new products and/or platforms and/or tools with which customers may engage
- Supporting the analysis of customer information to understand the nature of engagement of Chamber customers.

#### **Administration and reception duties**

- Provide reception cover as needed including answering the phone and greeting guests
- Assist with updating collateral and other documents as required
- Actively participate in:
  - Team meetings
  - Staff engagement surveys
  - Professional development
  - Identifying and acting on opportunities that support our strategy.

#### **Corporate Responsibility**

- Promote a positive and professional image of Chamber at all times
- Represent the Chamber as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement the Chamber values
- Operate within the agreed Strategy/Operational Business Plan and Budget
- Ensure you understand and adhere to all Chamber Policies including the Chamber Health and Safety Policy, which involves actively contributing towards the Chamber’s commitment to the safety and wellbeing of our fellow staff and our members at all times
- This role involves regular contact with the public which creates an increased likelihood of infection from transmissible illnesses. Therefore, risk mitigation under our health & safety policy requires the use of masks, physical distancing and vaccination is recommended to maintain safety.

## **Key Competencies/Knowledge/Skills and Experience**

	Required	Desirable
Highly organised with a customer service focus, working with strong processes and structure	✓	
Minimum 3 years customer service experience	✓	
A strong customer service ethic	✓	
Strong administration skills	✓	
Strong technology capabilities	✓	
Excellent communication and people skills	✓	
Advanced user of Microsoft Office	✓	
Experience with Mailchimp		✓
General understanding of business and the Canterbury economy to be able to understand what services will add value to The Chamber’s customers		✓
Overall business acumen and a good understanding of the key drivers of business success		✓
Previous responsibility for budget management and delivering to revenue targets		✓
Experience in membership-based organisations		✓

## Personal Attributes

Personal Attribute	Characterised by:
Customer Focus	<ul style="list-style-type: none"> <li>▪ A passion for providing excellent customer support and service</li> <li>▪ Thrive on providing excellent support to others</li> </ul>
Communication	<ul style="list-style-type: none"> <li>▪ Strong written and verbal communication skills demonstrated through face-to-face interactions, phone conversations and digital communications</li> <li>▪ Ability to work collaboratively as an active member of the team, being comfortable to share and communicate your ideas</li> </ul>
Self-Directed/Self starter	<ul style="list-style-type: none"> <li>▪ Self-directed, highly motivated and enjoys working in an empowering, flexible environment</li> </ul>
Collaborative	<ul style="list-style-type: none"> <li>▪ Highly collaborative, being able to work with both an internal and external team.</li> </ul>
Personal Organisation	<ul style="list-style-type: none"> <li>▪ Self-directed, highly motivated and enjoys working in an empowering, flexible environment</li> <li>▪ Well organised</li> <li>▪ Copes well under pressure</li> <li>▪ Attention to detail</li> </ul>
Integrity	<ul style="list-style-type: none"> <li>▪ A high level of integrity, confidentiality, and honesty</li> </ul>
Agility	<ul style="list-style-type: none"> <li>▪ Effective multitasker, able to switch tasks when required</li> <li>▪ Tracks and maintains deadlines</li> <li>▪ Maintain positivity during periods of change</li> <li>▪ Able to work flexibly and outside of normal work hours when required</li> <li>▪ Uses initiative to identify new ways of doing things</li> </ul>