**Role Description – Membership Development Sales Executive (MDC)**

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| Role title | Membership Development Sales Executive (MDSE) | | Grade | 2 | Department | Membership |
| Reports to *(1)* | Membership Development Team | | | | Direct reports | None |
| Key relationships / interfaces *(1)* | **Internal**: | All internal departments at all levels | | | | |
| **External**: | Corporate Affiliates and potential Corporate Affiliates. | | | | |
| Role purpose *(2)* | To enable the Membership Development team to focus maximum effort on key accounts by proactively managing the Corporate Affiliate clients to derive maximum value from APM Corporate Partnership improving retention rates and the overall perception of value derived from membership for this segment. To look at ways to upgrade Corporate Affiliates to become Corporate Partners. To support the Membership Development team by providing timely support on routine tasks and requests. To assist the Head of Membership with generating new leads by attending industry and out of industry conferences. | | | | | |
| Breadth of responsibility *(3)* | Work with the Membership Development team to put in place a proactive tailored plan to deliver value to Corporate Affiliates. To be the key contact point for this customer group raising awareness of opportunities they can benefit from and looking at providing specific webinars or contact points of value to them. Manage all administration, fee collection and general enquiries into the team and specifically for this group. Work with marketing to ensure the needs of this group are addressed and to represent the group in internal discussions. To upsell all APM products as benefits to the Corporate Affiliate clients including qualifications, Individual Memberships and event attendance. | | | | | |
| Dimensions and limits of authority *(4)* | This role is primarily office based although there may be some requirements to represent the team at external events. The role forms part of the Membership Development team with any budget approvals required from the Head of Membership. | | | | | |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| --- | --- |
| To ensure the Corporate Affiliates feel valued and derive maximum value from their engagement with APM | Retention of corporate members is optimised |
| Provide a dedicated contact point for Corporate Affiliates handling all enquiries and renewals | Corporate Affiliates have a dedicated contact to solve any issues and maximise benefit |
| Support the Membership Development Team, where required, through the co-ordination of meetings and forums, dispatch of marketing materials, provision of monthly statistics and ad hoc analyses | Timely response to requests for support from the Membership Development Team |
| To maintain the CRM system with up to date client data | Maintain a comprehensive list of the products and services that the clients have shown an interest in. |
| Support corporate marketing activities through the identification of speakers, content for newsletters and other publications | Regular flow of news items from APM corporate customers into APM media |
| To assist with additional sales support for projects that will be introduced in time | To assist with increasing sales across a wide spectrum of projects |

**Person Specification – Membership Development Co-ordinator**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** *(7)* | First degree in business or related subject or equivalent  Current driving license | Desirable |
| **Experience** *(8)* | Must have officer-level experience in a customer-facing role in a sales environment | Essential |
| Experience in education, training or a professional body  Previous CRM management experience  A proven track record in making outbound sales calls | Desirable  Essential  Essential |
| **Knowledge** | Knowledge of the business environment that APM operates in. | Desirable |
| Knowledge of sales and marketing and relationship management techniques in a B2B environment | Essential |
| **Skills** | Excellent IT skills in Microsoft Office, especially Outlook, Powerpoint, Excel, Word  User level capability in web-based communications and database operations  Strong analytical and numeracy skills  Excellent communication skills in all media | Essential |
| **Behaviour / competency** *(9)* | Able to plan and organize own workload effectively with a minimum of supervision  Good team worker, able to collaborate with a diverse range of colleagues and other stakeholders  Innovative problem solver, able to take ownership within limits of authority  Must be able to build good client relationships | Essential |

**Other requirements**

Must be prepared to travel in the UK and spend occasional nights away from home

Must be prepared to work occasionally outside normal working hours including evening and weekends