



POSITION PROFILE:

May 2017

Job Title

Membership Manager - Gauteng based

Position Purpose and Profile

The Membership Manager will lead the GBCSA's member relations' efforts, including planning and implementing activities and services, that provide value to members and promote member retention and growth, ensuring that members are placed at the core of the organization.

Reports to

Chief Executive Officer

Principal Duties and Responsibilities

- Ensure a culture of service to members is preserved and promoted throughout GBCSA
- Maintain and analyze membership database for management reporting and action
- Implement and monitor the membership retention, engagement and recruitment strategy by, inter alia:
 - Creating and implementing the SOP's for the recruitment, engagement and retention of members in conjunction with other departments.
 - Introducing and managing a membership customer journey along with the development of a CRM system, which tracks the engagement of members.
 - Introducing and maintaining the Membership Value Proposition
 - Rolling out of a Loyalty Programme
 - Develop and maintain methods of tracking membership statistics and creation of relevant dashboards.
 - Development quarterly membership surveys
 - Act as primary contact for members on a day-to-day basis.
- Provide relevant content to Communication Manager to ensure targeted communication to members
- Developing ways for the organization to constantly and consistently engage with members through various platform
- Ensure consistent targeted member networking events
- Manage budgets in respect of the membership department
- Analyse and make recommendations on current membership fee structure and benefits
- Develop and maintain member-only portal on website

Performance Indicators

- Consistent growth of membership
- Functional CRM system and dashboards
- Improved membership retention rate
- Membership satisfaction surveys and general member feedback
- Delivery of the member value proposition

Knowledge, Skills and Abilities Required

- A passion for the green agenda
- Networking / relationship building skills
- Planning and organizing
- Pragmatic implementation
- Innovative and creative thinking
- Problem solving analytical ability

Job Qualifications Required

- Relevant tertiary qualification essential
- Experience in a membership management role
- Experience in a membership based organization / CRM experience
- Experience in property industry preferable

To apply, please send your CV and a letter of motivation to Tina Gough (Bgough@telkomsa.net). The GBCSA wants to fill this position as soon as possible.