

Job Description: National Membership Manager

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	National Membership Manager
Business Unit & Location	Membership Central
Reports to	National Membership Director
Direct reports	None

Position Purpose	The role is responsible for driving acquisitions, retention and development of an assigned portfolio of companies, organisations and associations across Australia. This includes actively contributing to the business plan, operating framework and marketing/communications of Membership Central which is in alignment and supports member satisfaction and growth across Council.
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Relationships	
Key Internal Relationships	<ul style="list-style-type: none"> National Membership Director Membership Central team National Support Co-ordinator Chief Operating Officer Commercial Directors/Managers Executive Directors Policy and Advocacy Teams Event and Sponsorships Teams – By Division and Nationally National Research Team Property Council Academy
Key External Relationships	<ul style="list-style-type: none"> Members with a focus on key stakeholders Prospects – new membership and commercial development Division Council Members by assigned portfolio Committee Group Members

Key responsibilities and tasks

Key responsibility area	Key tasks	Measure of success
Acquisitions - Prospective Members	<p>In consultation with National Membership Director develop a pipeline of new prospects through a combination of lead generation techniques.</p> <p>Review and research leads, and under guidance from National Membership Director and National Membership Senior Managers determine most effective method of engagement, pitch and support conversions.</p> <p>Actively connect prospective members to the relevant team which best aligns to their strategic priorities.</p>	<p>Successful development, implementation and positive feedback by National Membership Director of new lead generation techniques.</p> <p>Positive internal and external feedback.</p>
Retention - Existing Members	<p>With support from National Membership Director and National Membership Senior Managers develop and implement an engagement plan with new and existing members to support optimisation of their membership and introduce new opportunities to further expand their partnership with the Council.</p>	<p>Successful development , implementation and positive feedback by members and National Membership Director of engagement plan.</p>
Development - New and Existing Members	<p>Actively drive development and implementation of mechanisms to support member retention.</p> <p>Conduct reviews of existing member category status to ensure revenue is maximised in each annual period.</p> <p>Ensure all CRM updates are completed within agreed SLAs.</p> <p>Provide timely direction to ensure all communications including enquires, follow up, requests and welcome packs are dispatched within agreed SLAs.</p> <p>Host and entertain new, existing and prospective members at key events.</p>	<p>National Membership Director's assessment of the quality and schedule of reviews.</p> <p>Timely responsiveness to CRM updates.</p> <p>Timely responsiveness to communication requirements.</p> <p>Demonstration of positive and productive relationships with new, existing and prospective members.</p>
Strategy	<p>Implement live strategic business plan which aligns to the National Business Plan for Membership Central and leverages different resources available across the Council for new and existing members.</p> <p>Collaborate with relevant Executive and Commercial Directors to understand their strategic objectives and ensure joint alignment.</p>	<p>National Membership Director's assessment of the quality and effectiveness of the strategic business plan.</p> <p>Productive and positive relationships with Executive and Commercial Directors.</p>

<p>Financial</p>	<p>Under guidance from National Membership Director deliver agreed membership revenue in line with annual targets.</p> <p>Participate in monthly performance and forecasting discussions to drive stretch growth and identification of 'at risk' memberships.</p> <p>Support the renewal process ensuring a prompt collection of member income.</p>	<p>Membership revenue targets met.</p> <p>National Membership Director's assessment of contribution and support of financial targets.</p>
<p>Engagement</p>	<p>Deliver effective and engaging presentations to new and prospective members on the benefits of the Council including use of different SMEs within the Council to convey membership value.</p> <p>Regular engagement within an agreed schedule with relevant Executive and Commercial Directors.</p>	<p>National Membership Director's assessment of engagement with members.</p> <p>Positive internal and external feedback.</p>
<p>Leadership & Development</p>	<p>Representing Membership Central with internal and external stakeholders including driving collaboration, recognising success and adoption of best practice.</p> <p>Completing all administrative functions including CRM notes, expenses, leave scheduling, performance planning and mandatory training within agreed timescales.</p> <p>Actively contribute to projects within Membership Central which support ongoing development across the organisation and support member satisfaction.</p> <p>Providing insights regarding membership to National Membership Director to inform and support decision making with key stakeholders across the organisation.</p>	<p>Quality of relationships established.</p> <p>Positive internal and external feedback.</p> <p>Timely completion of administrative tasks.</p> <p>National Membership Director's assessment of the contribution and participation levels.</p>
<p>People and Culture</p>	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p>

Requirements including essential criteria

<p>Experience and skills</p>	<p>Demonstrated ability in new business development, conversion and negotiation.</p> <p>Proven skills in sponsorship development and leveraging activities (including authoring sponsorship proposals and agreements)</p> <p>Proven skills in building quality relationships and engaging stakeholders effectively</p> <p>Experienced in budgeting and high-level commercial skills</p> <p>An excellent communicator with strong written and verbal communication skills</p> <p>Outstanding ability in strategic and creative problem solving</p> <p>Able to lead and motivate across teams, encouraging collaboration, information sharing and adoption of a single company-wide brand proposition</p> <p>Addresses and resolves internal conflicts</p> <p>Ability to solve difficult problems, identifying causes, offering and evaluating alternative solutions</p> <p>A self-starter with a history of project management success and the ability to unite a team of people and persevere when challenges exist</p> <p>Ability to work to tight deadlines often working across multiple key projects consecutively</p> <p>Identifies business opportunities via formal and informal networks</p> <p>Highly developed network of industry contacts facilitating business opportunities</p> <p>Ability to make complex business decisions based on assessment of facts, assumptions and implications and to communicate the rationale for these decisions</p> <p>Ability to structure activities to utilise the collective skills and abilities of the team efficiently and in a high-energy setting</p> <p>Proactively solve difficult problems on a regular basis, identifying causes, offering and evaluating alternative solutions. Capture and share learnings.</p> <p>Ability to relate to people from a wide range of positions and backgrounds and forge a professional relationship.</p>
<p>Education</p>	<p>Tertiary education in communication, marketing or related business experience</p>
<p>Essential requirements</p>	<p>Attendance at some member events and stakeholder engagement outside normal work hours.</p> <p>Interstate travel required at times.</p>