

JOB DESCRIPTION

Job Title: Membership Engagement Advisor
Report to: Director of Membership Services
Salary: up to £38,000
Term: Permanent, Full Time
Location: Remote – with regular travel around the UK (significant London-based meetings), and including some overnight stays

ABOUT US

ACE Group represents companies providing exciting and game-changing infrastructure and environmental solutions that support levelling up, and creating social value for communities, mitigate climate change and build in resilience. We are the champions of infrastructure and by working at ACE Group, you will play a part in supporting an industry that can revolutionise the world around us.

The group comprises two trade associations: The Association of Consultancy and Engineering (ACE) and the Environmental Industries Commission (EIC). Our members range from large multi-national engineering consultancies through to SME and micro consultancy and environmental businesses, which we bring together to tackle the big issues of our time.

Our mission is to advocate, anticipate, and educate on behalf of our members. That means proactively engaging with governments and stakeholders about challenges and opportunities, ensuring our members of all sizes have a voice and we deliver demonstratable change in the built environment.

Team ACE are curious and inquisitive about the way we do things, eager to deliver to the highest standards, and we are experts at fostering strong and collaborative relationships. We like working together to build meaningful value and change.

We want to attract the best and most diverse talent from across the UK. We support a healthy work-life balance, and flexibility of work pattern to suit both parties, but we do like to bring the team together to ensure we foster a strong team dynamic and bring about effective collaboration.

SUMMARY OF ROLE

As Membership Engagement Advisor, you will be the 'go-to' contact for our members and the first port of call for our potential members.

You will help ACE Group reach its new member targets by identifying new business prospects and using an effective recruitment strategy bring them on board as a new member. You will undertake account management strategies to retain existing members and highlight the value of their membership.

You will champion membership internally, working closely with the Policy, Communications, Marketing and Events teams to ensure everything we do as an association provides value to our members.

KEY RESPONSIBILITIES

MEMBER ENGAGEMENT

- Own and implement the organisation's member engagement strategy, focused on improving members' engagement with ACE Group and optimising their experience throughout the membership journey - from attraction, to induction, to renewal

- Periodically review our member engagement strategy to align with strategic priorities
- Proactively build relationships with individual member companies to understand their organisational priorities and motivations for being part of ACE Group. Listen to and act on any member issues and concerns - communicating those regularly to relevant teams.
- Develop and oversee the implementation of member inductions; working with other teams to facilitate member-facing and member-led initiatives;
- Create simple ways to track and measure the effectiveness of member engagement using the CRM system, and be a champion of the system across all internal teams.
- Lead on the annual membership survey, and support teams to implement recommendations and actions arising from member feedback through the survey.

MEMBERSHIP GROWTH AND MANAGEMENT

- Deliver the membership growth strategy by developing and qualifying new member leads that meet recruitment income and volume targets
- Lead the annual member renewals process and implement strategies to ensure prompt payment and high retention rates.
- Coordinate with the Membership Administrator on various membership administration responsibilities, such as monitoring the membership inbox, calls and membership

EVENTS AND COMMUNICATIONS

- Improve members' awareness of and access to membership benefits, such as advocacy, regional, and operation groups; the projects within the annual plan; and our flagship events
- Coordinate and streamline staff engagement with the membership, including by working with the communications team on member newsletters and other communications products, and supporting them to raise ACE Group's profile within member organisations.
- Lead the planning and execution of some of our operational and regional groups and meetings, along with the Policy and Communications and Marketing teams
- Support the organisation's event programme, and policy and project outputs, by identifying and developing sponsorship leads.

MISCELLANEOUS

- Reporting on membership recruitment and engagement activity to support the Director.
- Proactively managing personal development and keeping abreast of industry core trends
- Work with other teams on membership-related tasks as needed - may include leading on ad hoc projects that arise and are relevant to member engagement

PERSON SPECIFICATION

TECHNICAL/PERSONAL SKILLS

- Experience in a membership focused role within a network or membership organisation
- Demonstrated experience in building and maintaining multi-stakeholder relationships and partnerships across organisational boundaries
- Knowledge of using client relationship management (CRM) systems to managing records, creating reports to inform strategy
- Previous budget and financial data management to inform decision making (desirable)
- Knowledge of the engineering consulting, environmental or built environment sectors (desirable)
- Use of social media platforms for lead generation and develop relationships (desirable)

- Advanced knowledge of Microsoft Outlook, Excel, Word and PowerPoint

KEY COMPETENCIES

Communication

- Promote different ways to engage different audiences, advising others on how to maximise impact through feedback and coaching
- Flex communication style to convey complex information concisely to different audiences, avoiding jargon and using simple language

Strategic thinking and setting direction

- Ability to see the bigger picture and develop robust strategies that meet the objectives of the department, and the organisation as a whole
- Hold others to account for their work in consideration of strategic goals by looking at decisions in relation to our theory of change, vision, mission and purpose
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies.

Collaboration

- Actively promote collaboration by spotting and breaking down barriers to siloed working, connecting colleagues, teams and initiatives

Ability to adapt and learn

- Anticipate the 'what ifs' and actively plan to navigate them together with the team, seeking collaborative solutions and drawing on those with relevant expertise
- Balance the need to follow systems and processes with the courage, identifying when systems and processes do not align with the mission, suggesting alternatives

Getting things done

- Overcome obstacles by taking initiative to identify and solving them as the default, while seeking help to address issues and escalating where appropriate.