



# Position Description

## POSITION DETAILS

<b>Position Title:</b>	Member Relations Officer		
<b>Location:</b>	National Head Office		
<b>Reports To:</b>	General Manager Operations		
<b>Direct Reports:</b>	Nil		
<b>Employment Status</b>	Full time <input type="checkbox"/>	Part time <input checked="" type="checkbox"/>	Casual <input type="checkbox"/>

### 1. Purpose of Position

The Member Relations Officer is responsible for supporting, engaging and growing the Foundation’s membership through

- Managing the Foundation’s membership systems and processes to deliver best practice member experience and engagement.
- Developing and driving the implementation of strategies to grow, engage and retain the Foundation’s members.
- Managing relationships and coordinating engagement between members and relevant Foundation staff teams and external stakeholders.
- Actively seeking and building strategic member value proposition that enhances the Foundation’s profile and supports the Foundation to achieve its strategic goals.
- Supporting the operations of the State Education and Activity Committees (SEAC) and member Special Interest Groups (SIG).
- Ensuring members who volunteer to assist the Foundation are supported, recognised and valued.

### 2. Key responsibilities and performance indicators

Key Responsibilities	Performance Indicators
<b>Membership Strategy</b>	<ul style="list-style-type: none"> <li>- Develop and drive membership strategies and business plans to support targeting membership growth, engagement and retention to meet agreed KPIs and projected numbers.</li> <li>- Develop and execute new membership opportunities that are clearly aligned to the Foundation’s Vision, Mission, strategic and business goals.</li> <li>- Capture member insights, analysed and used to drive quality improvements.</li> </ul>



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	<ul style="list-style-type: none"> <li>- Strategically lower the attrition rate of the membership base through defined service delivery, targeted campaigns and advancing the member value proposition.</li> <li>- Plan and execute a new program to target international members.</li> <li>- Proactively identify and research new markets for the Foundation’s member base.</li> <li>- Deliver and administer quality end-to-end membership experiences, including mapping member journeys and reporting a high level of member satisfaction through feedback mechanisms and member surveys. Analyse data and prepare recommendations to help inform business strategy.</li> <li>- Develop and market high quality and affordable membership packages of services tailored to specific membership groups.</li> <li>- Ensure appropriate financial membership management processes and systems are in place resulting in long-term sustainable growth of the membership base.</li> <li>- Work closely with departments to identify opportunities for increased member engagement, targeting new membership sectors and assisting with the planning and delivery of new membership services and activities.</li> </ul>
<p><b>Governance</b></p>	<ul style="list-style-type: none"> <li>- Establish a calendar of membership and governance requirements aligning with the Constitution, including developing processes, procedures and policies as required.</li> <li>- Organise and ensure the renewal process is deployed in a timely manner and runs efficiently to maximise retention.</li> <li>- Organise a new member’s administration and onboarding process.</li> <li>- Work with and support all SEAC and SIG committees for the Foundation. Provide secretariat support to SEAC and SIG committees, including             <ul style="list-style-type: none"> <li>• Attending and minuting SIG and SEAC meetings</li> <li>• Distributing minutes and following up actions arising from meetings</li> <li>• Working with the events department to organise planning and budgeting for SEAC and SIG activities</li> <li>• Develop systems and processes to support the efficient functioning of member committees.</li> </ul> </li> <li>- Provide reports as requested regarding SEAC and SIG activities and recommendations.</li> <li>- Explore opportunities to develop member groups, to assist driving member engagement and value.</li> </ul>



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<p><b>Member Communication and Engagement</b></p>	<ul style="list-style-type: none"> <li>- Work closely with Foundation staff to develop and execute a national program of membership engagement, ensuring all members are kept informed of the Foundation’s work, strategic goals and opportunities for engagement.</li> <li>- Responsible for all communications to members, for example regular eDMs, in liaison with the Marketing and Communications Department.</li> <li>- In collaboration with the Marketing and Communications Department organise a yearly communications and marketing plan for the membership base, including participating in Foundation events, advocacy work, education and campaigns.</li> <li>- Organise all member events, ensuring that the event is managed in a timely manner and on budget.</li> </ul>
<p><b>Database Administration</b></p>	<ul style="list-style-type: none"> <li>- Ensure Salesforce database is up to date and any changes identified are updated weekly.</li> <li>- Maintain membership eDM lists via Salesforce and Campaign Monitor for newsletter distribution.</li> <li>- Work to manage duplications of contacts in the system, including a complete data hygiene process on a yearly basis.</li> <li>- Utilise the database to create data driven reports to support the promotion of events, target new members and other business requirements.</li> <li>- Work with the Operations Department to improve current membership IT systems to allow members a seamless digital experience.</li> <li>- Utilise the Salesforce system to guarantee that it captures relevant data to help inform the national membership strategy, service delivery and other business units in the Foundation.</li> <li>- Ensure the database holds appropriate member data that abides by the Australian Privacy Act.</li> </ul>

## KNOWLEDGE, SKILL AND EXPERIENCE REQUIREMENTS

<p><b>Education/Qualifications</b></p>	<ul style="list-style-type: none"> <li>• Degree qualification or equivalent in a relevant discipline, and/or at least five years’ related experience in a membership role.</li> <li>• Previous experience working with membership organisations, demonstrating sound knowledge of acquisition and retention strategies.</li> <li>• Experience in implementing a range of activities to cultivate and build relationships with members.</li> <li>• Sound knowledge of/experience in the not-for-profit sector including membership-based and/or health peak bodies.</li> </ul>
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	<ul style="list-style-type: none"> <li>Strong interpersonal skills with the ability to build trusting and professional relationships with internal and external stakeholders to deliver successful outcomes.</li> <li>Experience working with membership databases and CRMs (Salesforce an advantage).</li> </ul>
<b>Computer/Software</b>	<ul style="list-style-type: none"> <li>Advanced Office 365 and Salesforce skills.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>Attention to detail and excellent problem-solving skills.</li> <li>Excellent written and oral communication skills.</li> <li>Ability to work collaboratively and supportively in a team environment.</li> <li>Ability to work flexibly and manage competing demands.</li> </ul>

### WORKPLACE HEALTH AND SAFETY

The Employee is responsible and accountable for:

- Compliance with workplace health and safety policies and procedures for risk identification, risk assessment and risk control. Refer WHSP01 Work Health & Safety; WHSP07 Smoking, Drugs and Alcohol.
- Active participation in activities associated with the management of workplace health and safety.
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace. Refer WHSP05 Incident and Accident Reporting Management.

### QUALITY MANAGEMENT

The Employee is responsible and accountable for:

- Familiarity and compliance with all Company Policies.
- Active participation in training activities associated with Company Policies.
- Supporting the Continenace Foundation's commitment to quality improvement and contributing to the achievement of contractual deliverables.

This position description has been designed to indicate the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a total inventory of all duties, and responsibilities that may be required of employees assigned to the role.

### EMPLOYEE DECLARATION

I

*(Applicant's Name)*

hereby understand and accept the conditions of the position description as detailed herein for the position of



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*(Position)*

**Applicant's signature**

**Date**