CHAMBER OF COMMERCE

HEREFORDSHIRE & WORCESTERSHIRE

JOB DESCRIPTION

**POST:**  Account Executive

**POST HOLDER**:

**REPORTS TO: Sales and Customer Service Manager**

**RESPONSIBLE FOR:** N/A

**GRADE:**

**LOCATION:** Worcester

**WORKING HOURS: 37**

**MAIN PURPOSE:** To deliver a high quality retention service to new members and a range of targeted marketing strategies that provide tangible and measureable increases in the number and quality of leads generated to recruit non member businesses.

**KEY DUTIES / RESPONSIBILITIES:**

1. To take full responsibility for the client management and retention of a portfolio of new members (first 12 months of membership).To build positive relationships with Chamber members through telephone and face to face contact and to encourage the take up of Chamber services.
2. To action and monitor both internal and external follow up actions resulting from new member recruitment.
3. To maximise opportunities to sell the entire range of Chamber Services and as part of a targeted marketing strategy, to promote specific services to businesses across the two counties.
4. To be responsible for ensuring that new member primary membership contacts are registered on the Chamber website, are encouraged to use the members’ portal and are maximising the use of Chamber branding including web links to the Chambers website.
5. To follow up and respond to comments and referrals from the finance team about members who have expressed a wish to resign during membership credit control conversations. To contact the client and encourage them to retain their membership.
6. To develop a range of cost effective strategies to generate high quality leads to recruit new members.
7. To proactively make contact with identified non member businesses to promote Chamber membership and its services and make qualified appointments for Chamber Relationship Managers.
8. To take responsibility for developing content for a variety of social media platforms working closely with the E-commerce Executive to deliver regular communications.
9. To develop and use a variety of routes to market to promote the Chambers membership offer, including e-shot, LinkedIn, Twitter, Facebook, telephone, events and through collaboration with Chamber staff. To contribute to the achievement of increasing followers on all social media channels.
10. To take responsibility for the development of a range of e-shots to both members and non members to communicate the benefits of membership of the Chamber.
11. To be responsible for interrogating the Chambers CRM system to develop marketing lists for membership marketing campaigns.
12. To be responsible for evaluating and reporting on the success of membership marketing campaigns.
13. To identify and upload  items of interest to membership on member's news and member's opportunities sections of Chamber website and promote appropriately via social media channels

**GENERIC CHAMBER GROUP TASKS:**

1. To work closely with other team members to ensure that all Business Plan, Performance and Financial targets are achieved.
2. To keep updated with all new literature and information and maintain a thorough knowledge of new procedures.
3. To work closely with other team members and complement and support the organisation’s delivery and development.
4. Any other duties as directed by the Head of Business Engagement.
5. To ensure that any management information is entered onto the Chamber’s databases (CRM and Exchequer) on a regular continual basis.
6. To work closely with the Quality Manager and your team to ensure team-wide compliance to ISO9001. To facilitate improvements to the quality management system and to co-ordinate an annual review of quality documentation which specifically relates to your department.
7. To adhere to and actively promote the Chamber Equal Opportunities policy.
8. At all times to work within the organisation’s Health and Safety policy and to ensure as far is reasonable that safe working practices are established, maintained and followed.
9. To work within and assist in maintaining IIP principles for the organisation.
10. To carry out any other duties as required by the business to achieve commercial objectives.

**PERSON SPECIFICATION:**

1. Proven experience of developing strong client relationships.
2. Proven experience of using a variety of social media.
3. Excellent organisation and communication skills.
4. Commercially focussed.
5. Ability to write copy, proof read and generate professional campaigns.
6. Professional credibility with high levels of personal motivation.
7. Ability to communicate confidently at all levels (verbally and in writing) externally and internally at all levels.

**MOBILITY:**

1. Ideally, a car owner with full driving licence.