



## Membership Executive

<b>Reports to:</b>	Awards & Membership Director
<b>Location:</b>	London (Shoreditch)
<b>Hours:</b>	0930-1730 (Standard office hours) flexibility is required when working to deadlines and covering team hours.
<b>Salary:</b>	£24,000 (annual incentive payment up to £2,000 based on target performance)
<b>Benefits:</b>	For list of benefits see <a href="http://dandad.org/careers">dandad.org/careers</a>
<b>Application:</b>	Please send your Cover Letter and CV in one document to <a href="mailto:donal.keenan@dandad.org">donal.keenan@dandad.org</a> , using 'Membership Executive' as the subject line for your email.

### Brief

We are looking for a Membership Executive to build strong and lasting relationships with our members to help facilitate their membership experience and grow retention rates. The successful candidate will oversee a portfolio of assigned members, become a point of contact of members and develop new methods to help service our membership community

### Job Description

You will be responsible for the management of D&AD members ensuring you understand what members want to gain from their membership and help develop products and services to help grow revenue and retention rates. You will need to develop a relationship with long standing members and new members a like. You will be expected to be able to talk about D&AD's mission, membership offering and other activities with confidence and passion

### Key responsibilities

#### Account Management

- Grow membership satisfaction and business renewal rates
- Build strong business relationship with members to ensure renewal targets are exceeded
- Collaborate with marketing to build a year round communications plan with the membership base
- Act as the Account Manager for Company Members, building up expert knowledge on their specific industry and reinforcing reasons to renew by highlighting the benefits that they've taken advantage of throughout the year
- Provide first class customer service and resolve complaints / issues to a small number of high value Members
- Ensure accounts are updated on D&AD CRM systems ensuring communication and sales are tracked and processed

#### Product Development

- Through continued member research and an eye on needs support the development of D&AD membership products and services

- Make recommendations to influence for new membership development
- Support the years review and development of membership strategy identifying where the best opportunities are to extend value to our current membership base
- Where necessary liaise with external organization in relation to third party member benefits

#### **Events / Sales**

- Collaborating with internal teams develop a year round programme of events for D&AD Members
- Manage membership events where necessary including event logistics and guest lists
- Be a point of contact at D&AD member event where necessary
- Actively network at D&AD event to build ties with members and prospecting members
- Seek out new opportunities to increase new members acquisition and drive sales

#### **Marketing / Communication**

- Ensure there is a logical and effective communication plan in place for new and lapsing members as part of the over arching communication plan
- Survey members on a yearly basis to monitor satisfaction and help inform development
- Collaborate with content team to tailor content for members and hero members on website and at events
- Collaborate with content team to curate membership newsletters
- Ensure profiles of key Members, trustees, past Presidents, etc. are updated on the D&AD website

#### **Reporting / Analytics**

- Forecast and track performance and revenues against D&AD Membership, whilst sharing regular reports internally feedback and insights from the membership community
- Collate monthly reports and presentations on membership

#### **General**

- To undertake and duties as requested by the Awards Director in relation to Awards and Membership
- Support the Awards, Membership or Development teams where necessary during peak times of the year

#### **Skills & Experience:**

- Proven account management experience
- Fantastic people skills
- Solid and demonstrable successful pitching experience
- Highly organized with good attention to detail
- Full awareness of creative processes and techniques
- Clear and concise communication skills, both written and oral
- Be able to meet deadlines and work under pressure
- IT literate – Excel, Word, Keynote (knowledge of Gmail would be ideal but not essential as training will be given)
- A keen interest in Design & Advertising
- Experience working within a membership organisation
- Strong customer service experience
- CRM experience (preferably salesforce)

**Personal Qualities:**

- Can do attitude
- Calm with attention to detail
- Resourceful – ability to come up with creative solutions to any problem that might arise
- Enthusiastic and Energetic
- Able to liaise confidently and professionally with people at all levels.
- Confident networker & communicator
- Creative and strategic thinker

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.