



## Membership Relationship Executive

The focus and mission of the membership team is to create sustained relationships and value with our members, recognising the diverse needs and expectations underpinned by a proposition that is compelling, attractive and future proofed. Key to the success will be the development and delivery of an innovative and pro-active membership plan to drive awareness, participation and retention of corporate members and to support the acquisition of new business.

### About us

*Leadership. It's more than a job – it's a mindset. It's the capacity to inspire, empower and create new possibilities.*

*IMI's mission, and passion, is to equip leaders to build the future. We are world-class specialists in enabling and inspiring leadership performance. We challenge and support leaders to fulfil their ambition - unlocking their potential and giving them the skills to deliver exceptional performance.*

*We've been shaping world-class executives for over sixty years. Founded by business leaders, for business leaders, in partnership with UCC's expert research faculty, we deliver intensively practical executive education that works in the real world. Our unique global rankings are a testament to our impact.*

*Any day spent at IMI challenges assumptions, deepens perspective and amplifies ability to lead. Do you have what it takes to work with IMI? Join us on our mission to equip leaders to build the future, and you will shape the future of leadership in Ireland.*

*IMI. Inspiring Leadership Performance.*

### Key Responsibilities

(Key responsibilities include, but may not be limited to):

#### *Drive Member Retention & Engagement:*

- Execute the Engagement Plan for small, mid-sized Members, Large and Strategic Members
- Actively follow up with outstanding invoices to ensure payment
- Support onboarding and engagement activity of the other Membership Account Managers
- Deliver Members General Support (includes registering for events) and L&D Support (bespoke requests to highlight membership resources)

#### *Drive Member New Business:*

- Acquire new members with follow up with all in-bound and out-bound leads
- Support lead generation through design, planning and presentation of applicable webinars
- Actively upsell and cross-sell other IMI solutions where appropriate with existing Membership base

#### *Deliver Sales and Marketing support:*

- Create the yearly Membership sales and marketing Toolkit

- Review and improve the Engagement Plan for various member segments
- Brand Ambassador (Act as MC for webinars and smaller Membership events)
- Support the Review and Design of the Membership Proposition
- Collate Members' Feedback (including ad hoc feedback received from Member relationships and formal Membership Champion surveys, interviews and focus groups- used in conjunction with Event surveys) and action on required improvements
- Managing Membership list for marketing and communication campaigns mailings

*Analysis and Reporting:*

- Manage Membership Financials Reporting (Sales, Renewals, YOY tracking)
- Produce the weekly Commercial Team Membership Financials report
- Produce the weekly Commercial Team Membership Engagement report
- Produce the new Members and Resigned Members Board Report
- Act as Owner of the Membership Data within the CRM
- Produce bespoke Member Value reports

*Finance:*

- Creation and monthly issuing of invoices
- Provide follow up support (i.e., reissuing with PO, upload to specific client portals, etc.)

*Events:*

- Collaborate with the Membership Events Executives in the design and planning of the Corporate Member Events, inputting any member feedback which will help to improve the membership proposition.
- Support the Events team as and when required

## IMI's Values

IMI's Values and Behaviours Framework identifies 6 core Values that we fundamentally believe in as central to our culture, brand and organisational identity.



To ensure IMI recruit the right people to join our team, people who actively reflect our values and culture, we take a competency based approach to interviewing. Candidates called to interview will be asked a series of competency questions to allow them to demonstrate how their knowledge, skills and attitudes align with IMI's values and culture.

### How to apply:

All applications must be submitted through IMI's applicant tracking system at:

<https://imi.peoplehr.net/Pages/JobBoard/Opening.aspx?v=8d05de9b-db91-44de-974c-10b8c999711c>

**Closing date for applications is 26<sup>th</sup> August 2022**

Applications should include:

1. A comprehensive CV giving details of relevant achievements and experience in previous positions as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this position, providing evidence of your ability to match the criteria outlined in the Candidate Requirements.