



Pembrokeshire
SIR BENFRO

Job Description

Role Title: Membership Development Officer

Reports to: Chief Executive

Responsibility for: Membership growth and retention

Job Purpose

The Membership Development Officer will help deliver growth in Membership and strengthen member retention. They will take the lead on recruiting new members working alongside the current Membership Development Officer and maintain a strong and engaged membership to deliver the annual budgeted Membership income. The Membership Development Officers are the contact for existing and prospective Visit Pembrokeshire members managing membership enquiries, applications, and renewals.

KEY AIMS:

- To be fully conversant with the benefits of membership of Visit Pembrokeshire and to proactively promote the benefits of Membership when engaging with businesses.
- To raise awareness of the purpose and value of Visit Pembrokeshire as the official Destination Management Organisation (DMO) for the county and the value of Membership

MAIN DUTIES:

- Create, identify and follow-up lead generation.
- Provide accurate advice to prospective members on the most appropriate membership package, including benefits and costs.
- Recruit new members to deliver monthly and annual targets.
- Deliver high standards of customer service, ensuring a well-informed and prompt response to membership enquiries and membership sales.
- Be the organisational lead for the onboarding of new members ensuring they are well informed of all Member benefits and how to access these.
- Work with senior managers to develop and implement sales strategies to increase membership. This will include reviewing Membership benefits and how these can be improved or enhanced to add value.

- Build and maintain strong relationships with tourism & hospitality sector businesses and their supply chain.
- Liaise closely with the team on all aspects of membership.
- Attend stakeholder networking events and weekly team meetings.
- Assist with membership administration / projects as directed.

Standards

- To always uphold personal integrity and professionalism within the business.
- To consistently deliver against Visit Pembrokeshire's business values.
- Develop a sound understanding of the organisation's sales principles.

Reporting

- To produce reports as requested by the Partnerships and Commercial Manager and CEO in a timely manner.

Other

- The job description gives a general outline of the duties of the post and is not intended to be an inflexible or finite list of tasks. It may be varied, from time to time, after consultation.
- Perform any other reasonable duties as required by your line manager.

Qualifications / Skillset

- Demonstratable experience of a previous sales role and relationship management -.
- Experience in lead generation, in-person appointments, telesales, and networking.
- Excellent interpersonal and communication skills.
- Flexible and able to work under pressure and respond to tight deadlines.
- Self-motivated and driven.
- Computer literate with good working knowledge of MS Word and Excel.
- Ability to integrate well as part of a small team in addition to working independently.
- A knowledge and background in tourism – Desirable
- Bilingual (Welsh and English) - Desirable
- Car and clean driving license