

Energy Industries Council Job Description

Job Title:	Head of Membership	Business Location:	Home office/London
Job Grade:		Benefits Grade:	

Responsible to (Line):	Chief Executive	Responsible to (Function):	
Responsible for (Line):	Membership team Currently 7 staff in total	Function: (If appropriate)	

Purpose / Role

To take ownership and be responsible for all aspects of membership recruitment, retention and growth. To ensure that the EIC services are fit for purpose and provide tangible value. To maintain, improve and promote the EIC's profile and services. Oversee the administration of Membership including agreeing budgets and targets. Look to develop new products and membership types to suit the changing market. Recruit, retain and motivate the Membership team. Oversee the effectiveness and accuracy of the CRM system and associated data.

Key aims and objectives

- Ensure that the membership continues to grow and that all member companies are using and aware of the membership benefits that are available to them, thus helping to negate resignations.
- To promote the EIC, the information and the services offered and its members via all available channels / literature / publications and e-marketing.
- To manage the CRM system ensuring that it is used companywide and to maximum effect.
- Manage the engagement of members to provide member benefits
- Take ownership of the member resignation process and be the first point of contact when resignations are notified.
- To work with all the overseas offices to ensure that they are aware and contributing to all the aims and objectives that are covered by this role. Take the lead to assist the overseas teams to recruit new members.
- Recruit, manage and develop the Membership team to maximum effect.
- Develop medium and long-term strategies to enable the Membership grows in line with vision and budget
- Be an active member of the SMT

Prime responsibilities and duties

- To set out the membership recruitment plan for the year and then manage the membership managers (UK directly, overseas functionally) to ensure that these targets are met.
- To work with the membership managers to ensure that every new member company receives follow up training and the company is fully apprised of the information and services that are available to them.
- A full and detailed TLC programme is implemented to minimise and reduce resignations
- Work with the Marketing team to ensure a proactive and targeted marketing strategy is developed to increase awareness of the EIC to non-member companies.
- To ensure that the CRM system is up-to-date, is used company-wide, is fit for purpose and is used to its full potential.
- Work with the marketing team to ensure the EIC website is fit for purpose, looks good, is easy to navigate, is a primary source of Energy data, information and news for members and non-members, using SEO and Google analytics to the full.
- To structure with the senior management team the EIC product offerings including databases to ensure that they are fit for purpose, have a clear identity, are easy for the members to understand and that we have continuity and

consistency across the range.

- Provide detailed information to the Senior Management team regarding recruitment, retention and lead generation.
- Work with the BI team to help to continue to develop all types of information platforms for the benefit of the members
- To work with all the overseas offices to ensure that they are aware of what is expected of them and contributing they need to make to assist with the recruitment and retention of member companies.
- Manage all the department budgets and forecasting
- Agree and set targets/bonus for recruitment
- Agree and set targets for retention

Allied occasional duties

- Develop and prepare annual budget forecasting department expenses.
- Recommend future department and individual training programmes.
- Prepare staff appraisals and reports to the CEO.
- On approval, recruit staff as appropriate.
- Attend and provide leadership at Global Membership Meetings and other strategy meetings as deemed necessary by the CEO

Key internal interfaces

- All Heads of Department
- IT Development
- Overseas offices
- Accounts
- The CEO of the EIC

Key external interfaces

All EIC Members, Forums and Committee Chairs, Members of the EIC Board, UK and Global Energy Operators, EPC Contractors and the wider supply chain, media, government departments, industry bodies.

Core competencies

- Excellent communication skills both verbal and written
- The ability to network at every level
- A proven track record in sales and deal closing
- Strong people management skills.
- Good presentation and social skills.
- Team worker as well as being highly self-motivated and a self-starter
- Strong IT skills
- Good general knowledge of the Energy Industry.
- A good understanding of the structure and drivers for SME's working in the Energy Industry
- Excellent planning, project management and organising skills.

- Results oriented with a strong emphasis on high quality product delivery.
- Strategic thinker and the ability to see the bigger picture.

Issued (date):	Signed by Line Manager:	Functional concurrence: (if appropriate)	Signed by Employee: