

# Energy Industries Council Job Description

<b>Job Title:</b>	Membership Manager (European)	<b>Business Location:</b>	London office
<b>Job Grade:</b>		<b>Benefits Grade:</b>	

<b>Responsible to (Line):</b>	Head of Membership	<b>Responsible to (Function):</b>	
<b>Responsible for (Line):</b>		<b>Function (if appropriate)</b>	

## Purpose / Role

To develop membership in the European region and retain existing member companies. Account management of new and existing member companies.

## Key aims and objectives

- To recruit EIC member companies in the European and maintain a good working relationship with them
- To retain new and existing member companies by providing excellent customer service, responding to member needs in a timely fashion and encouraging member engagement
- To represent the EIC brand well by creating a good first impression, promoting the benefits of our products and services, and maintaining a high degree of professionalism
- To work closely with all colleagues within the Membership and Marketing team and key colleagues across the EIC to achieve recruitment and retention targets

## Prime responsibilities and duties

### Recruitment

- Generate leads from various sources. Specifically web enquiries, referrals from colleagues and contacts from events. Ensure all leads are recorded in the CRM.
- Convert as many leads as possible by proactively identifying and segmenting relevant companies for membership, setting up meetings within agreed time spans, putting together tailored company presentations, promoting the benefits of membership and following up with contacts. Enter all interactions in the CRM.
- Achieve membership recruitment targets based on quarterly and annual regional forecasts
- Once recruited, follow up with new member companies within agreed time frame to provide training, support and information required so that members can maximise their membership. Enter all interactions in the CRM

### Retention

- Schedule E Business meetings and meetings with existing member companies in response to requests for training, information or assistance
- Using the CRM and other in-house data sources, develop a good understanding of members in your region and interact with member companies to:
  - (a) Ensure that they are fully aware of the range of member benefits on offer
  - (b) Encourage them to use or participate in EIC services and activities via our international offices
  - (c) Enter all interactions in the CRM.
- Proactively identify companies with low engagement levels and follow EIC guidelines to resolve any issues and reverse as many potential resignations as possible
- Work in conjunction with the Membership team and relevant colleagues to ensure that all requested resignations are dealt with immediately. Continue to monitor and work closely with outgoing member companies to try to turn around

resignations. Record all interactions in the CRM

#### **General**

- Ensure a full understanding of all EIC member benefits, and any enhancements to products or services, to promote them to existing and potential members
- Attend relevant internal and external industry events. Help to set up exhibition stands and support members and companies within the EIC pavilions when required
- Carefully manage expenditure, keep accurate financial records and submit monthly expenses on time

#### **Allied occasional duties**

- Participate in or lead on any special projects that may be required (these may also include the occasional trip to UK and overseas exhibitions depending on the needs of the business)

#### **Key internal interfaces**

- Head of Membership
- Head of UK and Europe
- Membership Administration Manager
- Membership Managers (Scotland) (Northern) (Midlands) and (Southern)
- Membership co-ordinator
- Heads of overseas offices
- Other senior managers within the organisation

#### **Key external interfaces**

- EIC members
- Supply chain companies in the European region
- Other trade associations
- National and regional Government bodies

#### **Core competencies**

- Good standard of knowledge of the oil, gas, power, nuclear and renewable sectors and of the needs of supply chain companies operating within these sectors
- At least 5 years' experience in a senior role of B2B direct sales and business development
- Excellent presentation skills and the ability to present to large audiences professionally, clearly and with confidence
- Excellent relationship management skills and the ability to work with individuals on all levels, both internally and externally
- Proactive self-starter and experienced project manager able to structure, prioritise and organise your own workload
- High degree of professionalism and commitment to promoting the EIC, its values and the benefits of membership
- Sound computer literacy and the willingness to embrace and become quickly familiar with the EIC's IT systems and databases