



THE COUNTRY LAND & BUSINESS ASSOCIATION

JOB DESCRIPTION

Job Title:	Membership Relations Manager
Region:	South East
Location:	Andover, SP10 5RG
Reports to:	Director, South East
Reporting staff:	None
Salary:	£28,000 - £34,000
Contract:	Permanent, Full Time, 35 hours per week

SUMMARY OF THE ROLE

Improving the member experience, increasing the levels of member engagement and keeping members for longer are all core objectives of the CLA corporate plan. This is largely an account management role, central in implementing the processes and technology to support the delivery of a first-rate member retention strategy to deliver on these corporate objectives.

KEY RESPONSIBILITIES

- To own and deliver the key components of the retention strategy: on-boarding, proactive calling and off-boarding – account management.
- To produce engagement retention reports, including analysing trends.
- To interpret membership retention statistics and report back on regular intervals to the regional teams and centrally.
- Work closely with the IT team to maintain and develop the CRM system, ensuring it is accurate, accessible and user-friendly.
- Ensure membership records and contact details on CRM are up to date and correct.
- To support member research, surveys and provision of member intelligence.
- To communicate key messages and feedback from members to the appropriate policy teams.
- To support and work closely with sales team to help develop leads and introductions
- To promote and upsell CLA member services.
- Support the regional team when required at member facing events, shows and AGMs.

Product Knowledge

- Keep informed about issues affecting CLA members and how CLA policy supports them.
- Maintain a good understanding of CLA membership products and services to support member conversations.



Other information

- The role requires travel predominantly in the South East but occasionally across England and Wales.
- There will be times when it is required to work outside of core hours, and times when an overnight stay is required.
- Must hold a valid driver's license as travel to rural areas is required.



Person Specification

Education & Qualifications

Essential
Good standard of general education, including strong written and verbal communication skills.
Beneficial
Relevant qualification or training in Account Management, Customer Service or a related area.

Professional skills

Essential
Proven account management or other relevant experience.
Ability to communicate and influence credibly and effectively at all levels.
Experience in using a membership CRM database.
Keen attention to detail and accuracy in recording statistical data and providing reports.
Desirable
Experience of working within the membership function of a professional organisation.

Rural Knowledge

Essential
Understanding of the key issues facing agricultural, rural communities and rural businesses or a willingness to develop this understanding quickly.
Desirable
Understanding of CLA purpose and ambitions

IT Literacy

Essential
Confident user of Microsoft Office, particularly Outlook, Word, Excel and Teams.
Desirable
Familiarity with using CRM/ERP systems including Microsoft Dynamics and Office 365.

Interpersonal Skills

Confident person, able to communicate with people at all levels
Customer / member relationship focused
Friendly, approachable manner
Able to work independently and as part of a regional team.