

POSITION DESCRIPTION

ROLE:	Membership Coordinator
LOCATION:	Perth, WA
ROLE PURPOSE:	To seek out and foster relationships with members, associates and businesses to demonstrate the value of HIA to the industry. This engagement should build loyalty and increase financial spend with HIA.
WHAT DOES THE ROLE DO:	The Membership Coordinator actively engages with HIA members through face-to-face, virtual, phone and email communication, to demonstrate the value of HIA membership. This will primarily be done by aligning the appropriate HIA services to the needs and duties performed by the business and those within the business.
HOW IS THE ROLE DONE:	<p>The Membership Coordinator has a focus on the following:</p> <ul style="list-style-type: none"> • Assist the HIA Membership business to deliver revenue priorities; • Lead membership retention activity through segmentation based on size and skill; • Maintain and grow membership in the WA region by ensuring new and existing members recognise the value of membership resulting in improved retention rates; • Lead membership engagement for growth in Tradepass, Contracts on-line, HIA Insurance; • Reception and Stationery support as required.
KEY ACCOUNTABILITIES:	<ul style="list-style-type: none"> • Achieve membership retention targets; • Support delivery of membership initiatives for each calendar year; • Support the Deputy Regional Executive Director to deliver agreed commitments across all key relationships across relevant commercial business units; • Ensure all partnership activities are identified, tracked and invoiced through the HIA's customer relationship management (CRM) system; • Provide regular reporting to management team on membership and partnership targets.
ATTRIBUTES & EXPERIENCE:	<ul style="list-style-type: none"> • Excellent administrative and time management skills, and proven ability to handle multiple priorities and deadlines; • Strong verbal and written communication skills; • Proven experience working in a team environment; • Strong experience in sales administration and relationship management; • Experience working with a customer relationship management (CRM) system.
REPORTING:	This role reports to the Deputy Regional Executive Director.