1 MAIN PURPOSE OF THE JOB

As part of the International team, the Member Engagement Executive (Global) will support the Associate Director International Market Development with progressing Regional strategies and the Emerging Markets Strategy, as well as providing research and reporting. In addition, the role will serve as an agile Global Member Services and Events Coordinator, delivering exceptional service to members in regions that are not otherwise served by staff, or filling temporary gaps in staff resource and assisting with workload peaks in specific regions as directed. This role will encourage the growth of stakeholder partnerships and execution of action plans under MoU and collaboration agreements.

2 POSITION IN ORGANISATION

- Sits within the International team under Membership Directorate and directly reports to the Associate Director International Market Development
- Also provides support to other Managers based in International regions on temporary assignments as directed
- Key member of the International Team working collaboratively with colleagues both within the team and across the broader CIOB to support the achievement of Regional and Emerging Market strategies.

3 DIMENSION & LIMITS OF AUTHORITY

- No management responsibilities
- Works closely with other departments particularly the Partnerships, Academy, Customer Services, Education and the Policy and Public Affairs teams.

4 SKILLS & EXPERIENCE

- Native level English, a second language is desired but not essential
- Critical thinking skills, including judgement and decision making
- Communicates confidently, clearly and concisely both orally and in writing
- Assertiveness and the ability to deal with difficult personalities
- Relationship building skills with ability to question, probe, listen, establish rapport, articulate the CIOB value proposition, identify opportunities and gaining commitment.
- Able to deal confidently with people at all levels and develop positive working relationships with team members, colleagues and other departments
- Independently conduct desk research into external stakeholders
- Comfortable with analysing and interpreting data
- Excellent telephone call handling skills
- Attention to detail and accuracy
- Flexibility in response to changing priorities and needs and able to demonstrate a ‘can do’ and positive attitude
- Willingness to acquire new competencies and accept new challenges
- Curiosity, and the ability to self-help in finding information
- IT literate: Familiar with using word processing, databases, spreadsheets, CRM software and web applications including email
- Good administrative skills and organisational skills
PART 2: DUTIES & KEY RESPONSIBILITIES

- Able to understand and follow operational processes and procedures and an ability to manage and cope with change

5 DUTIES & KEY RESPONSIBILITIES

Internal Reporting and Operational Support (Support to AD Int.) 20%

- Retrieving data in the form of CRM reports for monitoring performance against targets as regards to membership in International regions, for inclusion in monthly membership report, papers to Governance Boards and presentations to hub committees.
- Leveraging internal communication to provide summaries of Corporate Plan project updates, for inclusion in International Hub Committee newsletters
- Assisting in compiling briefing papers for President and CEO online engagement meetings, and local travel and meeting itineraries for in-region visits.
- Maintaining and updating Model Region document, i.e. best practice manual for Region & Hub operations.
- Arranging travel bookings, meeting schedules and briefing papers for AD Int. travel

External Stakeholder and Business Development (Support to AD Int.) 25%

- Conducting desk research on existing and potential partner institutions including websites, LinkedIn pages, press releases and other sources of information, and providing briefing notes on how organisations values and interests compare with CIOB.
- Providing administrative support for potential partner institutions, such as meeting arrangements, agenda and taking of meeting minutes.
- Preparing, monitoring and updating action plans, to execute partnership agreements such as MoU and collaboration agreements in regions that are not staffed
- Promote the wider CIOB products and service portfolio; including training (Academy) and Qualifications (Education) in regions that are not staffed

Member Services and Event Coordinator Tasks (Agile Global support) 45%

To conduct the following in Countries and Regions that are not otherwise served by CIOB staff, or to support temporary staffing gaps or workload peaks in specific regions as directed.

Servicing of Existing Members

- Engage the smaller CBCs and CONs: identifying cross selling and upselling opportunities as well as manage the renewals cycle
- To continuously build, develop, share and maintain in-depth product/service knowledge in order to encourage member engagement and hold conversations with members about value of membership
- Encourage member engagement, such as becoming a mentor, event speaker, serving on a hub committee or participating in a working group, in accordance with the members’ interests
- To actively seek and record information on clients including feedback, comments on the quality of service and ideas for new products and services. To also document frequently asked questions for reference and update member CRM records
- To play a key role in the annual renewals campaign, including calling members who are late making subscription payments.
- To run upgrades report monthly, celebrating the success of newly chartered members and encouraging engagement
- Convene regular CPD events, including identifying topics and speakers and organising logistical arrangements
- Cross promotion of relevant CPD events from other regions
- Produce member communication, e.g. monthly Event Newsletter, member whatsapp groups and CIOB Connect App. Monitor and report on audience engagement metrics.
New Member Acquisition

- To act as a first point of contact for new member enquiries: including guiding applicants on membership pathways
- Promote the wider CIOB products and service portfolio; including training (Academy) and Qualifications (Education)
- Promotion of online CPD events from other regions to interested external stakeholders and membership applicants
- Provide Marketing support, e.g. LinkedIn regional group posts and local media
- Running incomplete applications report monthly and following up with applicants
- Maintain relationships with external stakeholders, providing regular updates on relevant CIOB activity
- Leverage Business Development leads and organise Introduction to CIOB meetings or seminars, e.g. University participation in Global Student Challenge or non-members attending CIOB events

Internal Processes 10%

- To encourage team learning by actively participating in International MSEC meetings and sharing experiences (good and bad), challenges, successes and learnings in order to develop team best practice
- To work collaboratively with team colleagues and other internal and external contacts to achieve department targets/KPIs and provide a consistently high level of service in line with best practice, internal processes/procedures and the values framework. To enable the delivery of a high standard of customer service, it will be important to find efficiencies and encourage self-service where appropriate
- To get involved in development and testing of new processes, systems and technology in order to provide feedback from a client perspective. Presenting a modern and dynamic approach to managing and supporting our clients with a view to encouraging the next generation into membership.
- To assist the Associate Director International Market Development with budgeting, forecasting and financial reporting for non-staffed regions.

Other duties as may be reasonably required to assist in the development of CIOB, including training and personal development.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.