

Position Title	Member & Business Development Manager
Occupant	Vacant
Reports to Position Title	Chief Executive Officer
Direct Reports	N/A
Employment Status	Full-time permanent
Date Reviewed	May 2022

Position Purpose

The Member & Business Development Manager is responsible for identifying and developing business opportunities that lead to the growth of the Association. This role will establish and implement the strategies that drive member recruitment, maximises the value of existing member relationships, secures industry partners and enhances member engagement that leads to greater member retention.

Role Responsibilities & Specific Duties

1	<p>Member Acquisition & Growth</p> <ul style="list-style-type: none"> • Design and execute an annual membership recruitment plan to grow the number of members. • Create membership collateral for presentations to prospective members that communicates the membership value proposition effectively. • Engage with prospective members through a number of traditional sales initiatives (ie: cold calling, personal visits, etc) as well as introducing creative new member recruitment campaigns. • Create pre-event, on-site, and post-event membership sales campaigns and offerings connected to APPA trade shows. • Attend and actively participate in networking and other events conducted by APPA and/or external parties to proactively promote APPA and what we do. • Research, identify and target peripheral industries (ie: print, signage, etc) and businesses that provide further opportunities to grow membership.
2	<p>Business Development/Sponsorship & Sales</p> <ul style="list-style-type: none"> • Work in liaison with the Events Manager to sell and grow revenue through sponsorship and exhibition sales of APPA trade shows. • Leverage off the existing supplier member relationships to drive business conversions and maximise revenue in addition to APPA trade shows. This includes digital advertising, communication platforms, website advertising, awards and events sponsorship and other member engagement activities.

	<ul style="list-style-type: none"> • Devise and execute annual supplier agreements that nurture relationships, and retains and grows revenue. • Develop and release an annual sponsorship prospectus document that outlines the sponsorship, exhibition and advertising opportunities through the various APPA trade shows and other member engagement activities. • Identify and pursue new income-generating opportunities that are aligned with, and support, the Association's purpose.
3	<p>Member Engagement & Retention</p> <ul style="list-style-type: none"> • Work with the CEO and APPA staff to develop and deliver a strategically aligned member engagement plan. • Build and nurture member relationships by contacting and visiting members and be recognised as the first point of contact for new and existing members. • Inform and educate members so they are fully aware of the breadth of membership inclusive products, programs and benefits including general feedback from members and non-members on the state of the industry and any other relevant information. • Encourage members to actively engage with our range of products, programs and benefits so that engagement with APPA trade shows, award entries, volunteer committees, APPA Search, etc grow and remain strong and viable. • Trial and learn new ways to engage members and enhance the member value proposition. • Develop and deliver a strategically aligned member retention plan for overall membership and in particular new members in their first 12 months of membership.
4	<p>Commercial Partnerships</p> <ul style="list-style-type: none"> • Set new partner guidelines and conduct an initial and annual review of our commercial partner programs. • Broaden the scope of programs and partnerships by researching, targeting and negotiating new commercial partners that are responsive to our member businesses operations and needs. • Maintain and optimise partner relationships to ensure partners are creating value to the APPA membership. • Assist partners in developing activation plans in accordance with the benefits provided under their agreements to ensure partner expectations are met. • Identify and act on potential new opportunities and sources of revenue growth.
5	<p>Administration</p> <ul style="list-style-type: none"> • Attending applicable volunteer committee meetings and act as the main point of contact and support from the APPA office. • Manage the annual Awards program including finding suitable judges, setting key dates, etc • Analyse and report monthly on membership performance and activity, quarterly for Board reporting and annually following the renewal cycle.

	<ul style="list-style-type: none"> • Work in liaison with APPA staff to ensure key administrative membership related tasks are completed: <ul style="list-style-type: none"> ○ Provide new member on-boarding services such as emailing the 'Welcome to APPA' information. ○ Respond to all member and non-member enquiries about membership and membership benefits. ○ Create and send member verification letters to service providers upon request from members. ○ Address any technical issues or problems members experience with the website and reset login credentials when appropriate. ○ Maintain and ensure the integrity and accuracy of APPA's membership database. ○ Follow up with unpaid members and obtain reasons of cancellations during the annual renewal campaign. • Support major events as required and other duties from time to time as delegated by the CEO.
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Knowledge & Skills, Qualifications & Experience and Personal Qualities & Characteristics

Knowledge & Skills

- A strong knowledge of and experience of working in the promotional products industry is preferred but not essential.
- An appreciation of the role of an industry Association and what it means to be "member-centric".
- Demonstrated ability to plan and act strategically in a sales or business development environment.
- Proven success in a B2B business development function; consistently delivering or exceeding sales targets and other relevant KPI's.
- Experience in developing and delivering effective presentations to business owners.
- Experience using a client relationship management system.

Qualifications & Experience

- Business degree or similar undergraduate degree.
- A minimum of 5 years' experience in business development, sales or account management.

Personal Qualities & Characteristics

- Outstanding presentation, verbal and written communication skills with the ability to engage well with people.
- Exceptional networking skills, comfortable in creating and sustaining new professional relationships.
- Shows confidence and professionalism to work in an outward-facing role.
- Ability to work both independently and as a team in a small office environment.
- A positive attitude, with a high level of self-motivation, energy and accountability.
- Customer focussed with ability to conduct negotiations and resolve conflict.

- Consistent ability to work on multiple projects concurrently and effectively meet deadlines.

Key Relationships, Authority & Other

Key Relationships

- All staff (CEO, Events Manager, Communications Manager & Accounts Manager)
- Members (Suppliers, Distributors & Decorators)
- Sponsors & Commercial Partners

Authority

Budget and financial responsibility in line with the Delegation of Authority Policy.

Other

This role requires travel within Australia and New Zealand as required to perform the duties of the role and to support the Associations major events.

A valid driver's license and a reliable motor vehicle.

Declaration

I acknowledge that I have read and understand this Position Description which forms part of my employment contract from the date of effect.

Employee: _____ **(signature)**

Date: _____

This Position Description is approved by:

Chief Executive Officer: _____ **(signature)**

Date: _____