



## Position Details

<b>Position Title</b>	Membership Development Specialist
<b>Location</b>	<p>Level 1, 81 Greenhill Road Wayville</p> <p>You may be required to work at other sites within the employer's establishments to meet business requirements. You may also be required to work at member sites, host sites and other external sites. This role requires approximately 80% of time spent off-site meeting with new and prospective MTA members.</p>
<b>Reports To</b> (Position Title)	Membership and Division Manager
<b>Financial Accountability</b> (Expense Budget and/or revenue)	
<b>Management Responsibility</b> (No of employees managed/supervised)	N/A

## Position Responsibilities

<b>Purpose of the Position</b>	<p>To promote and maximise MTA membership, products and services.</p> <p>To ensure the delivery of valued member services.</p>
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In order of importance, list the key responsibilities/activities of the position. Each responsibility should be weighted according to the amount of time/effort spent on it during a normal year. The total weighting will be 100%.

<b>Primary Responsibility 1</b>	Membership Acquisition and Retention	<b>Time Spent</b>
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<b>Purpose of Activity</b>	To maximise MTA revenue through the acquisition of new members and the retention of existing members (resignations).	<b>70%</b>
<b>Example</b>	<p>Develop yearly KPI in conjunction with Membership and Division Manager.</p> <p>Implement strategies to find new members.</p> <p>Mine business and other appropriate prospecting lists.</p> <p>Establish new customer relationships, attracting new members.</p> <p>Call on resigned members to save their membership.</p> <p>Develop and implement membership promotions in conjunction with Membership and Division Manager.</p> <p>Follow up debtors list. (phone and personal visit)</p> <p>Input new membership applications in CRM with 100% accuracy and all associated "paperwork" – photos / checklist.</p> <p>Ensure new members satisfy their membership conditions within 90 days of joining.</p> <p>Review and report on all strategies against plans and budgets.</p>	
<b>Responsibility (2)</b>	Product/ Services sales	<b>15%</b>
<b>Purpose of Activity</b>	Support all MTA departments in meeting their sales targets for the full suite of Products and Services delivered to members.	
<b>Example</b>	<p>Ensure a clear and up to date understanding of all of the MTA's product offerings.</p> <p>Provide referrals to MTA's printing and stationery department.</p>	

	Provide referrals to Training and employment team.  Provide referrals to Workplace Relations training.  Assist with MTA meetings and events as required.	
<b>Responsibility (3)</b>	Reporting and administration	<b>15%</b>
<b>Purpose of Activity</b>	To ensure correct and up to date data	
<b>Example</b>	100% accuracy and timely update of CRM Effective and efficient management of prospecting data Effective and efficient management of the "Conditions List" to ensure new member compliance.	
<b>Total Weighting</b>		<b>100%</b>

## Compliance Responsibilities

It is the responsibility of both the manager and incumbent(s) of the role to ensure that the following compliance requirements are met:

- **Relevant laws and regulations including WHS and EEO**
- **Industry codes.**

## Knowledge, Skill and Experience Requirements

<b>Knowledge</b> <ul style="list-style-type: none"> <li>• <b>HSC</b></li> <li>• <b>Degree/Diploma</b></li> <li>• <b>Post-Graduate Qualifications</b></li> <li>• <b>Trade Certificate</b></li> <li>• <b>Industry Specific Qualifications</b></li> </ul>	<b>Essential</b>  Sales experience.	<b>Preferred</b>  Tertiary Sales, Marketing or Business qualifications.
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<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• <b>Interpersonal Skills</b> eg. <b>Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work.</b></li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Enthusiastic, motivated and engaging.</li> <li>• Outcome focussed and results driven.</li> <li>• Sales oriented.</li> <li>• Excellent interpersonal and relationship-building skills with a proven ability to build rapport.</li> <li>• Influencing and negotiating skills.</li> <li>• Outstanding verbal and written communication skills.</li> <li>• Ability to work autonomously.</li> <li>• Strong ability to identify opportunities and develop innovative solutions.</li> <li>• Excellent problem solving skills.</li> <li>• Effective in presenting at meetings in an engaging and professional manner.</li> <li>• Time management and organisational skills</li> <li>• Initiative and drive to succeed</li> <li>• Flexible attitude.</li> <li>• Proactive, fostering a culture of continuous improvement.</li> </ul>	<p><b>Preferred</b></p>
<p><b>Personal alignment with MTA Values</b></p>	<p><b>Essential</b></p> <p><b>Teamwork:</b> Working together, empowering and supporting one another to achieve our common goals</p> <p><b>Achievement:</b> We do</p>	<p><b>Preferred</b></p>

	<p>our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> <p><b>Accountability:</b> We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p> <p><b>Respect:</b> We understand, acknowledge and appreciate the needs, opinions and values of everyone by embracing the diversity we have within our organisation.</p> <p><b>Excellence:</b> We strive to do and be the best in all that we do everyday.</p>	
<p><b>Computer Software</b></p> <ul style="list-style-type: none"> <li>• <b>Eg. Microsoft suite, Project, Finance.</b></li> </ul>	<p><b>Essential</b></p> <p>Microsoft suite- Excel, Word, Powerpoint, Outlook.</p> <p>Confident in the use of customer databases.</p>	<p><b>Preferred</b></p> <p>IMIS</p>
<p><b>Technical Skills</b></p> <ul style="list-style-type: none"> <li>• <b>Licences</b></li> </ul>	<p><b>Essential</b></p> <p>Drivers Licence</p>	<p><b>Preferred</b></p>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• <b>Industry and/or field experience.</b></li> </ul>	<p><b>Essential</b></p> <p>Sales background.</p>	<p><b>Preferred</b></p> <p>Automotive Industry experience.</p>

## Frequent Contacts

<b>Internal Contacts</b> Includes organizational managers and employees.	Organisational managers Organisational employees
<b>External Contacts</b> Includes customers, members, suppliers, Government bodies, industry groups, competitors	Prospective members Current members Suppliers Other industry groups