

The Fitzrovia Partnership, Business Improvement District

Job Description

Membership Engagement Executive

Salary TBD based on experience

Purpose of role

To ensure The Fitzrovia Partnership maintains a member focused approach putting members needs at the heart of the BIDs work programme. To deliver a member relationship plan, with input into corporate communications and the organisation of events.

To develop the member benefits programme, working with businesses to identify new business and employee requirements within the BID area.

The role will report to Head of Marketing and Communications (**Bee De Soto**)

Key responsibilities

- As a Fitzrovia Partnership team member, to present a professional, well presented face of the organisation;
- Develop, implement and deliver a member relationship plan. Build relationships with local businesses;
- Facilitate member to member collaborations for events and promotions;
- Maintain and improve member engagement, identify business needs and liaise with appropriate team members with regards to project delivery;
- Introduce the Partnership to new BID members and seek to engage them within the BID's work;
- Develop and deliver an events programme in conjunction with line Manager;
- Develop and deliver an employee training programme;
- Input into communications and regular electronic member communications as agreed;
- Support the Partnership's member database, and update the database effectively when required;
- Develop voluntary membership, meet targets for new membership and lead recruitment and retention programme;
- Carry out any other reasonable activities commensurate with role as required.

Essential Skills

- Minimum 2 years' experience in a membership servicing/engagement role
- CRM Database knowledge
- Member recruitment and retention programmes including regular meetings with businesses
- Account management

Person Specification

- Well-presented and professional in approach;
- Good communication and interpersonal skills essential;
- Self-motivated and flexible approach.