

Position Description

Membership Executive

Level

Negotiated Contract

Note: Performance Indicators will form part of the employment agreement/

Service Team

Marketing, Business Development and Community Engagement

Date

Friday, 16 February 2024

The Law Society of Western Australia

Level 4, 160 St Georges Terrace, Perth WA 6000 | **Postal:** PO Box Z5345, Perth WA 6831
Phone: (08) 9324 8600 | **Fax:** (08) 9324 8699 | **Email:** info@lawsocietywa.asn.au | **Website:** lawsocietywa.asn.au

CPD ACTIVE

1. Position Objectives

The Membership Executive reports directly to the Manager Membership and Marketing.

The role provides membership services, high level administrative, business development and research support across a range of membership retention, recruitment and management activities and organisational projects.

The position serves as a conduit for feedback and recommendations to the Marketing, Business Development and Community Engagement Team on trends relating to membership and members' needs, non-member attraction and conversion as well as developing strategies on how the Society can grow its membership base.

The position is expected to commit to the 'Purpose' Values and Charter of Excellence of the Society.

2. Key Requirements of the Position

2.1 Skills and Knowledge

SKILLS

- Strong background in and knowledge of membership/customer engagement;
- Sound knowledge in interpretation and application of service delivery in a business environment;
- Knowledge of and experience in business development, marketing or stakeholder engagement preferably gained within a member-focused or professional services organisation;
- High level research, analytical and report writing skills;
- Strong working knowledge of customer relationship management and CRM software, data mining and data analysis;
- Working knowledge of marketing concepts, social media and WordPress
- Demonstrated experience in project managing and executing campaigns for membership/client recruitment and stakeholder engagement;
- Understanding of customer onboarding and engagement
- Experience in developing sales strategies, including pipeline management, sales forecasting and achieving targets
- Sound understanding of marketing including segmentation strategies, customer engagement strategies and selling channels
- Demonstrates a strategic mindset and ability to connect strategy to other relevant areas of the business;
- Excellent communication, interpersonal, written and influencing skills;
- Exceptional skills in building and maintaining relationships with a diverse range of stakeholders;
- Demonstrated ability to make well-informed decisions within tight deadlines and to resolve issues quickly and effectively to achieve objectives;
- Ability to think proactively about potential member needs;
- Ability to work without supervision and with general direction;
- Excellent organisational and time management skills and demonstrated ability to manage a range of tasks and varying workloads;
- Ability to exercise initiative, be innovative and adaptable to change;

- Sound experience in the use of a range of technology applications including Microsoft Office suite, customer relationship management databases and document management systems. Familiarity with Adobe Creative Suite or Canva would also be well regarded; and
- Presentation skills.

2.2 Experience and Qualifications

- Tertiary qualifications in a relevant field appropriate to the role;
- Minimum of 5 years' experience in a professional membership organisation or a client facing business development/sales role;
- Strong experience in utilising CRM databases, analytics and leveraging data for to inform business development and service delivery;
- Experience of membership/client marketing and promotion campaigns
- Experience in undertaking quantitative and qualitative market research, analysis, report writing and presentation; and
- Knowledge of the Western Australian legal sector will be highly regarded.

3. Key Responsibilities

- In consultation with Manager Membership and Marketing, set membership campaign strategies and as well as targeted strategies focusing on non-member engagement and conversion;
- Help drive the annual membership renewals, retention and engagement strategies through research, planning and execution to contribute to the achievement of annual membership targets;
- Ensure the integrity of the membership database;
- Provide regular membership reports from CRM database including buying behaviour, non-member activity and segmented profiles;
- Collaborate with other team members and departments to integrate membership strategy and execution where appropriate;
- Contribute to and initiate marketing and promotional campaigns to grow membership
- Continuously mine the CRM database to undertake membership analysis, create reports and provide presentation when required;
- Monitor, review and report on the performance and delivery of membership service initiatives and programs including trends in the market on a regular basis;
- Undertake regular benchmarking and surveying of performance against similar organisations in Australia and beyond;
- Monitor best practices relevant to the role of member relations and membership services in the private sector and other not for profit organisations to ensure continuous improvements, membership satisfaction and compliance is achieved;
- Place the client at the centre of all strategy development and customer service engagement;
- Prepare and deliver internal and external presentations (e.g. at law firms and Career Expos) promoting the benefits of Law Society membership as required;
- Provide general administrative support to service membership engagement strategies and reporting; and
- Other duties as directed.

4. Organisational Relationships

Responsible to:	Manager Membership and Marketing
Supervision of:	Nil
Liaison (Internal):	Chief Executive Officer Marketing, Business Development and Community Engagement Team Corporate Services Team Advocacy and Professional Development Team Law Mutual General Managers Managers Other service team staff
Liaison (External):	Members Non Members Government Agencies Other Membership Organisations Contractors Other Service Providers

5. Extent of Authority

- Operates under the direction of the Manager Membership and Marketing for meeting established performance objectives;
- Accountable for ensuring all work is carried out to a high standard within the required deadlines; and
- Works within established guidelines, policies and procedures of the Law Society.

6. Selection Criteria

Essential

- Tertiary qualifications in relevant qualification appropriate to the role;
- Minimum of 5 years' experience in a professional membership organisation or a client facing business development/sales role;
- Demonstrated experience and sound understanding of marketing, business development, sales or membership services;
- Significant experience, knowledge and interest in the provision of member/customer focussed service and service delivery, preferably gained within a professional services environment;
- Strong administration skills;
- Significant experience in developing and implementing effective membership or related client strategies relating to retention and attraction strategies;
- Presentation and public speaking experience;
- Strong experience in utilising CRM databases, analytics and leveraging data for to inform business development and service delivery;
- Experience in undertaking quantitative and qualitative market research, analysis, report writing and presentation;
- Demonstrated outstanding communication, interpersonal and influencing skills;

- Exceptional skills in building and maintaining relationships with a diverse range of stakeholders;
- Experience in undertaking research, analysis and reports presentation;
- Demonstrated achievements in implementing quality customer service practices in a service delivery environment;
- Excellent organisational and time management skills and demonstrated ability to manage a range of tasks and varying workloads; and
- Demonstrated high level proficiency in technology applications including Microsoft 360 Office suite, customer relationship databases, WordPress and social media platforms.

Desirable

- Experience within a professional services environment;
- Knowledge of the Western Australian legal sector;
- Experience with Desktop publishing and website applications;
- A demonstrated commitment to the objectives of the Law Society.

Occupant:	Date Appointed:
Prepared by: Chief Executive Officer	Date Issued: 16 February 2024
Manager: General Manager Marketing, Business Development and Community Engagement	
Supervisor: Manager Membership and Marketing.	
Reviewed:	
Approved by: Chief Executive Officer	
No of Pages: 4	
Reviewed:	Date: 16 February 2024