

# Position Description

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<b>Job Title</b>	Head of Membership
<b>Division</b>	Marketing and Engagement
<b>Reports to</b>	General Manager - Marketing and Engagement

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## About the Role

Our members are at the heart of everything we do at the VFF. As the Head of Membership, you will oversee all aspects of membership growth initiatives with a strong focus on executing the 5,000+ membership strategy. Reporting to the General Manager - Marketing and Engagement, this role requires an ability to lead, coach and develop a customer focused team.

## Summary

A key member within our Marketing and Engagement team, the Head of Membership will have a strong focus on new business growth, retaining current members, and driving incremental income within the membership portfolio.

The role will include liaising with key stakeholders and offering outstanding customer service to our members; increasing member uptake of existing and future benefits; increasing our membership uptake amongst Victorian Farmers and in turn, increasing revenue for the VFF that can be returned to our members through a fantastic benefits program.

## Some of your main duties will include:

- Grow and retain the VFF membership to beyond 5000 financial members
- Ensure understanding and buy-in for all member benefits/commercial partnerships across the VFF
- Contribute to the implementation of the VFF Strategic Plan through greater engagement and increased member activity with regional communities
- Contribute to building a high performing culture across the Organisation
- Lead the delivery of performance targets, contracts and procurements to maximise financial and operational performance and reduce risk

## The Ideal Candidate

You understand the importance of relationships and account management and have a growth mindset to drive new business and opportunity. You have experience in account managing leading

brands/a member function. You have a tertiary qualification (Commerce/Marketing/Events or a related field) and/or can demonstrate a high level of initiative and personal drive for continuous improvement. You will thrive in a fast-paced environment and pride yourself on your attention to detail and your capability to meet tight deadlines whilst juggling competing priorities.

You are a team player and have excellent communication skills with an ability to build positive relationships. You work collaboratively to support your stakeholders and can often be described as welcoming, approachable, and trustworthy.

### Key Areas of Responsibility

Reporting directly to the GM Marketing and Engagement, the key areas of responsibility will include:

- Develop an effective annual membership plan
- Lead, motivate and develop the Regional Engagement Membership Officers
- Lead the execution of the membership growth strategy including product offerings, renewals and acquisition planning
- Generate strong annual membership sales targets and motivate the team to reach those targets, regularly monitoring and reporting on outcomes
- Collaborate with the Marketing team to develop all collateral required for renewal, acquisition and upsell campaigns
- Develop new programs and partnerships that offer member benefits to help grow the membership base
- Innovate and test new membership products to help meet changing customer needs
- Use data and insights to make informed decisions
- Champion exceptional customer service and oversee the member's journey from first interaction with the Association through to ongoing engagement
- Play a key role in the evolution of VFF events to ensure they meet member needs
- Create, manage and oversee the annual membership budget
- Lead the development of loyalty, recognition and referral programs
- Together with the Marketing and Engagement team, develop customer experience initiatives that help engage members, grow partner relationships and increase customer satisfaction
- Work with Head of Partnerships to collaboratively set performance benchmarks and metrics against which the partnership and specific campaigns and activations will be measured and reviewed
- Together with the Policy and Commodity Team and your direct reports, reinvigorate VFF Branches under new Guidelines that you will co-design and co-deliver
- Maintain effective relationships with key agriculture industry stakeholders, partners, members and suppliers
- Lead a team member who will manage member (and partner) administrative functions
- Work with the Media and Communications Advisor and Design and Publications Coordinator and provide content for partner updates, content for E-News, Victorian Farmer, the VFF website and corporate emails
- Other duties as directed by the General Manager Marketing and Engagement

A commitment to the **VFF values** is required at all times by VFF Employees:

United	One voice, one team, one dream
Effective	Delivering on a clear strategy, clear goals and outcomes and communicating them
Professional	Treat others with respect, accountable, calm, skilled, honest, competent, positive, authentic, dedicated.
Connected	Collaborate across the organization, in touch with our members, their issues and needs, strong, clear networks with relevant external organisations
Innovative	Adaptable, modern, applying ideas across commodities, teams and members

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This includes compliance with relevant VFF policies, including the Code of Conduct, Personal use of Social Media and Media Contact policies.

### **Supervisory Responsibilities**

This role will manage three Regional Engagement Representatives and one Engagement and Partnerships Admin Officer.

### **Key Selection Criteria**

Experience and qualifications

- Tertiary qualifications in commerce, event management, marketing or communications and/or demonstrated experience in member management and stakeholder engagement
- Experience in marketing, public relations and/or communications
- Demonstrated evidence of driving incremental growth within a membership portfolio
- Minimum five years' experience in a membership-based organisation
- Minimum five years' experience in coaching and leading customer focused teams
- Proven track record to develop and manage commercial strategies with the ability to influence and negotiate
- Demonstrated ability in developing, maintaining, and growing strategic alliances with key public and private sector organisations
- Demonstrated experience in using data insights to drive membership campaigns
- Excellent organisational and time management skills, with an ability to manage multiple projects and prioritise competing tasks
- Innovative thinking and demonstrated problem-solving skills
- Ownership and ability to thrive in a fast-paced environment
- High level reporting and forecast skills
- Excellent written and verbal communication skills
- Strong customer service and sales skills
- Mature minded, and able to interact confidently with people at all levels
- Maintain a high level of professionalism in all internal and external communications with a specific focus on personalised service
- An ability to prepare content for a range of communication mediums, including membership reports, marketing materials, digital and print content
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction as required
- Confidence using Zoho, Microsoft Office, Zoom, Teams
- Flexibility to work outside normal work hours and a preparedness to travel regularly throughout Victoria.

**How to apply**

If this sounds like you, please submit your current CV, addressed Selection Criteria and Cover Letter by 31 July 2022.

**Your application will include the following questions:**

- Which of the following statements best describes your right to work in Australia?
- Which of the following statements best describes your Covid-19 vaccination status?
- How many years' experience do you have as a Membership Manager?