



**Membership Marketing Manager - £38-42K p.a**

The Housing Forum is the cross-sector industry body promoting collaboration across the housing construction supply chain. We're currently seeking a Membership Marketing Manager with strong all-round skills to join our friendly team to help recruit and retain members and deliver the services they really value.

Based in the City of London you'll ideally have experience in a membership environment and the world of housing and construction. You'll recruit and retain member organisations and develop our Membership and Marketing Strategy. You'll be a completer-finisher who is as adept communicating with social media as dealing with clients face to face. A confident presenter and capable networker you'll be able to identify topical issues for our member programme and disseminate outcomes.

And, you'll need the ability to write articles for our website and newsletters.

If you'd value a varied and interesting role working with a small team and an impressive membership, then please email your CV with a supporting statement based on the job profile (no more than two sides of A4) to:

**[info@housingforum.org.uk](mailto:info@housingforum.org.uk)**

**Closing date for applications: 30 November 2017**

**Interviews will be held w/c 11 december**

**For an informal discussion please contact Michael Cleaver, Director on 07880 195 559**

## **MEMBERSHIP MARKETING MANAGER**

**Hours:** 35 (negotiable)

**Location:** The Housing Forum, 5<sup>th</sup> Floor, 80 Leadenhall Street, London EC3A 3DH

**Line Manager:** Director, The Housing Forum

**Salary range** Overall package £38000-43,000

### **JOB PURPOSE:**

To recruit and retain member organisations through:

- effective marketing and relationship management
- development of events and industry initiatives with members
- providing networking, sponsorship and promotional opportunities for members
- communication of Housing Forum initiatives

As a key role in a small and busy team, the post holder will work closely with Board members, wider trade bodies and attend industry events and will be an important ambassador for The Housing Forum.

### **MAIN RESPONSIBILITIES:**

- To provide excellent relationship management to the existing member organisations, delivering an efficient and effective membership service through regular member surveys, member communications and being attuned to emerging topics in housing and construction
- To recruit new member organisations and facilitate long-lasting relationships that promote both The Housing Forum and the profile of its membership
- To support the development and delivery of The Housing Forum's membership offer through a topical national programme of activities. This will include member involvement and the post holder will be required to also attend these activities (involving travel and occasional overnight stays).
- To identify topics and contributors to support our on-going themes in housing and providing support for our programme and activities.
- To be responsible for identifying and developing new opportunities for the benefit of the members, regularly analysing membership engagement and ensuring that The

Housing Forum provides a commercially and relevant product and service to the whole membership and prospective members

- To maintain membership records and oversee membership renewal payments
- To uphold excellent relations with Board members, develop alliances with wider trade associations and attend industry events in London and other regional centres, promoting the important work of The Housing Forum and its members
- Help manage social media channels, supporting the communications strategy and continuing to build The Housing Forum's digital media profile
- To generate informative, engaging communications material for the website and provide regular member communications on member news and industry updates

#### **ESSENTIAL SKILLS**

- Professional relationship and business networking skills
- Excellent communication skills
- Commercial Awareness
- Project Management skills
- Events Coordination
- Create written content ability combining technical and analytical content
- Data Management and analysis
- Proposal and report writing
- Well-developed presentation skills and public speaking
- Effective meeting management, delivering measurable outcomes
- IT Skills and awareness of web and social media development

## **PROFILE**

- experience of managing relationships at a senior level ideally within membership organisation
- strong evidence of good written and content with the ability to prepare a high quality, range of communications such as membership updates, web content and contributing to industry reports
- evidence of managing multiple projects effectively
- possess a forward-thinking and flexible work approach
- knowledge of housing and construction industry preferred