

Job Description

Job Title: Membership – Sales and Marketing Executive
Responsible to: Membership Manager
Position: Part-Time / up to 30hpw
Scale Point: scp: 23
Location: Eastleigh Office

Job Summary

Working within the Membership Team and supporting the Membership Manager in delivering TSE's commercial membership scheme and packaged membership activity. This role will include target-driven membership sales, identifying and converting inquiries into membership sales. To support and deliver marketing, and communications of the wide range of membership benefits to the membership base.

Job Content

Working alongside the Membership Manager, identify potential new members, target, and convert through a communication and engagement process, ensuring year-on-year growth of the membership sector.

Convert inquiries into membership sales.

Support the retention of existing members, upsell, and encourage members to move to an increased package.

Conduct regular contact meetings with Key Account members to ensure engagement with TSE activity and utilisation of the membership benefits.

Manage members, provide membership support, answer queries and complaints, and respond to inquiries in the various inboxes.

Alongside the wider membership team, support the annual membership renewal programme,

Conduct regular member communications and marketing messaging via our digital platforms, telephone, and email systems, engaging with current, past, and potential members.

Support and build digital newsletters using the campaigner platform.

Support our 'freemium' and non-member communication programme, with the aim to convert into members.

Assist in the planning of physical networking and online events. Ensuring member bookings are being made, providing support, and attend when required. Delivering the build of content requirements: invitations and collateral in the communications systems, registration forms in the WIX website.

Use of Word and Excel is essential alongside general knowledge of CRM databases.

Key Contacts

Commercial members

Tourism businesses

B2B members

Working Conditions

Non-smoking environment

Flexibility is required and given within working hours.

Free Parking

Must be able to travel