

Position description

Updated July 2018

Job title: Communications Advisor – Membership

Reports to: Chief Executive

Key relationships: Internal – co-workers, National Council members, College of Fellows, Divisional Chairs and committees; External – members and potential members, PRINZ Student Ambassadors, suppliers, sponsors and advertisers

Role overview

PRINZ communications advisor is responsible for membership sales, day-to-day liaison and relationship building and maintenance with members (and potential members) and the delivery of member services in a timely manner. The person in the role also supports the CE in meeting the Institute's business objectives through a variety of areas as outlined in the responsibilities below. This role is also responsible for running PRINZ divisional and office events well.

Responsibilities

Project and production management

- Key contact for website and CRM relationship, trouble shooting and intel
- Contribute to the project management of significant PRINZ projects – conference/s, awards/ PRINZ Office events
- Take part in special projects as required

Membership

- Provide a first point of enquiry
- Engage current, new and potential members and promote benefits of PRINZ membership
- Welcome new members
- Maintain ongoing contact and relationship building with members
- Work with National Council, Fellows and College of Fellows, students as required
- Promote national, regional, PRINZ office and special events

Sales development

- Outbound calls and emails to prospective members
- Identifying creative new ways to reach prospects and increase membership
- Aim for sales targets as agreed by the CE to ensure membership revenue is met (membership sales make for the main source of PRINZ income)
- Identify opportunities for advertising

External communication / relationship management

- Contribute to digital strategy
- Update website content - ongoing
- Liaise with sponsors (existing and prospective), PRINZ partners and suppliers to build and manage the relationships

Administration

- Contribute to the efficient running of the National Office
- Maintain up-to-date WIP report, paperwork, records, filing
- Coordinate National Council, College of Fellows, Committee communication for meetings
- Debt collection – Follow-up with lapsed individual members and unpaid event attendees, work with PRINZ accountant to meet deadlines and minimise debtors list
- Database management - Maintaining the database (monitoring bounce back emails, regular touch points with members to update details + quarterly database clean-up)
- Create and send membership packs

Event management

- Assist Divisional committees in developing events via attending monthly meets
- Running PRINZ office sponsors and divisional events smoothly and efficiently to ensure a seamless experience for attendees
- Promoting PRINZ divisional and office events
- Assist CE in managing AGM process – Divisional and National
- Be aware of and follow strict budgeting processes
- Involved with Conference and Awards ideas

Other

- Copywriting and editing of various publications and communications – targeted emails, event copy, student ambassador blogs and website
- Contribute to the Institute's future planning
- Take part in new PRINZ initiatives – planning and implementation
- Share relevant and topical industry information amongst colleagues
- Keep up-to-date with changes in the industry and local and international developments in public relations
- Be aware of best practice in PR and communication management
- Share ideas for improving Institute functions and processes
- Execute, promote and manage PRINZ Student Ambassador programme and PRINZ student ambassadors to ensure they promote PRINZ efficiently and receive a valuable experience

Required skills and attributes

- Proactive and results orientated
- Organised and able to manage own tasks and time
- Strong written and verbal communication skills
- Strong customer service ethic
- Relationship building ability
- Able to work independently and as part of a team
- Attention to detail – best quality work every time
- Process the ability to manage time and people efficiently
- Friendly and outgoing
- Creative
- Strong leadership qualities to manage, such as being approachable, confident, patient, empathic and committed

Learning and development opportunities

PRINZ staff are expected to participate in the Institute's Professional Development programme. Any course within the CPD calendar is available to staff free-of-charge.

All member events are free for staff to attend.