



Diversity Mark

Organisation:	WOMEN IN BUSINESS NI LTD
Job Title:	Membership Engagement Manager (Diversity Mark NI)
Salary:	£22,000- £28,000 FT (PT and flexible working will be considered)
Responsible to:	Head of Business, Diversity Mark NI (DMNI)
Reports to:	Head of Business (DMNI)

The role of the Membership Engagement Manager is to ensure that relationships with DMNI members are strong and enduring. Delivering regular engagement via events, roundtables, communications, Ezines, and sharing of research reports and best practice to grow a learning community focussed on creating diverse and inclusive cultures in Northern Ireland workplaces.

Main Aims

- To engage with existing members to ensure 100% retention by building strong and valuable relationships
- To build a learning community by engaging members through regular best practice events, lunches and conferences
- To support monthly business revenue targets in order to grow the DMNI business within NI

Key Tasks

Membership Retention

- Engage with members on a regular basis to ensure 100% retention each year
- Communicated events and best practice opportunities to members in a timely manner
- Seek regular feedback from members to always strive to improve our level of service
- Give members the opportunity to host events to raise their profile within the Diversity community
- Offer opportunities to our members to speak at events and share their best practice

Community Building

- Plan a programme of events in line with member feedback on diversity and inclusion initiatives that would be of value to them.
- Seek and evaluate feedback on events to assist with future event planning.
- Summarise best practice discussions at events to build case studies to be shared with members and add to the website
- Engage with members via regular newsletters and ezines sharing best practice, upcoming events and award news.

Marketing & Sales Support

- To have in-depth knowledge of the DMNI member process and employer diversity initiatives
- Support the Head of Business with monthly business revenue targets in order to grow the DMNI business within NI
- To utilise prospects through current media, business magazines and encourage referrals through existing DMNI members and business contacts.
- Ensure the website is up to date with events and latest news.
- Utilise Mailchimp to keep members and contacts up to date with events, news and best practice.
- Use social media such as Facebook, Twitter and LinkedIn utilising Canva to fully promote the benefits of DMNI to potential employers and add value to existing members.
- Ensure all marketing materials deliver the required objectives and are utilised effectively.
- Assist the Head of Business with employer presentations to gain new members

Requirements

Essential

- Five years proven track record in a marketing or customer relationship environment
- Excellent presentation and communication skills, both written and verbal
- Strong Social Media skills including strength in graphic design tools such as Canva
- Excellent organisational skills
- Proficiency in Excel, Database Management & CRM Systems
- A positive upbeat attitude

Desirable

- Knowledge of Diversity and Inclusion best practice
- Events Management Experience
- Experience in a membership organisation
- Sales skills with a track record for exceeding sales targets
- Business Degree or equivalent