

## Job Description

<b>Job Title:</b>	Membership Development Manager (East Anglia)		
<b>Department:</b>	Business Services / Membership Development		
<b>Reports To:</b>	Business Services Manager		
<b>Hours / Days:</b>	Mon - Fri	8.30 a.m. – 5.00 p.m.	37.5 hours per week
<b>Job Summary:</b>	Working to the Fram26 strategy with specific responsibility for developing membership in the East Anglia region. Coordination and administration of national member applications. Engage with existing members to increase participation and share of wallet. Ensure onboarding processes are followed, along with timely communications and continued member satisfaction.		

### Key Responsibilities and Duties

#### 1. Membership Development (East Anglia)

- Increase recruitment of new members in East Anglia in line with specific targets and objectives.
- Carry out on-boarding of new members to ensure positive membership integration.
- Facilitate and attend networking events/seminars/shows/conferences as required to promote Fram Farmers to potential new Members.
- Engage with local industry networks to increase the profile of Fram Farmers in East Anglia.
- Work with the Business Services Manager to develop recruitment plans.
- Collaborate across the business to ensure understanding of farmer / farming issues, minimise duplication and share best practice.
- Develop pro-active Member engagement programmes with the existing membership base in the specified area.
- Ensure Members are kept up to date / fully informed about the services available and developments within the Group.
- Increase volume and turnover with the existing membership base.
- Promote the products and services the group provides to its membership within East Anglia.

#### 2. Membership Coordination

- Coordinate all membership and REM enquiries, allocate to relevant membership Development Manager for completion of applications.
- Coordinate onboarding actions for newly joined members.
- Ensure database is updated correctly with new member information.
- Research potential new members.
- Monitor current membership and declaration of hectareage highlighting any potential issues or anomalies.
- Work in conjunction with other purchasing & marketing teams to improve understanding of membership across the society.
- Work in conjunction with Business Analyst to compile benchmarking reports for potential new members.
- Work with marketing team to ensure high member turnout at Fram events.
- Coordinate member resignations and category changes to the membership.
- Ensure efficient and expedient returns of ADF's.

### 3. General

- Liaise with work colleagues as required.
- Maintain a professional attitude; promote and be an ambassador for the group wherever possible.
- Collate relevant information on various markets and utilise this information to the groups benefit in conjunction with product specialist.
- Organise and participate in internal / external meetings as requested, including member visits.
- Identify and meet personal job-related training and development as required.
- Undertake telephone liaison with relevant contacts.
- Provide assistance in terms of general and specific business support as required.
- Deal with problems and complaints in accordance with the corrective action and customer complaints procedure as set out in the Fram Farmers quality manual.
- Maintain an awareness of the FF Quality System and report any suspicious / suspected breaches of security to the Quality Assurance Co-ordinator.

### Person Specification

<b>Location:</b>	Easily commutable to Framlingham
<b>Experience:</b>	Agribusiness knowledge / experience Customer Service / Account Management experience Confident telephone manner / skills Strong Microsoft Office / General Computer Skills Working within a high pressure environment Negotiation Skills
<b>Personality:</b>	Excellent organisation skills A resourceful team player Self-assured and motivated Adaptable and flexible in approach Upbeat manner with a "can-do" attitude Ability to learn and assimilate new information quickly Ability to multi-task
<b>Qualifications:</b>	A high standard of general education.
<b>Benefits:</b>	5% non-contributory pension 22 days holiday Death in Service Private healthcare Member Benefits