



Title	National Membership Services Manager
Reports to	GM – Membership Services
Department	Membership Services
Employment type	Permanent full time
Location	Melbourne

ABOUT THE INSTITUTE

The Royal Australian Institute of Architects Ltd is the peak body for the architectural profession in Australia, representing more than 11,500 members. The Institute works to improve our built environment by promoting quality, responsible and sustainable design.

POSITION PURPOSE

This high-profile position is responsible for the management and development of all facets of the Institute's member services portfolio, with a strong focus on business development and member growth, including membership acquisition, retention, analysis and engagement. The role involves working closely with the Institute's senior executive team to develop operational strategies which positions the Institute as an agile, responsive and practical professional association.

In addition, the role manages and collaborates closely with a number of national committees focused on the continued delivery of future talent into the membership pipeline, including SONA (Student Organised Network for Architecture); EmAGN (Emerging and Graduate Network), in order to effectively drive and deliver the strategic growth objectives of the Institute.

The National Membership Services Manager reports into the General Manager – Membership Services and is responsible for direct line management of the National Membership Services team (approx. 4 positions).

ACCOUNTABILITIES

In accordance with Institute policies, procedure and guidelines and working in association with relevant staff, the National Membership Services Manager will be accountable for:

Leadership

- Lead, coach and develop a team of five staff in the Membership team with a high-performance mindset;

- Manage and monitor the distribution of tasks and deliverables of the teams to ensure workloads are balanced and achievable;
- Manage the staff performance review process, to ensure staff productivity remains optimal, training and development needs are met and a positive work culture is instilled;
- Work closely with the General Manager Membership Services to project, prepare and monitor membership revenue, budgets and cash flow for specific reporting periods;
- Report to National Executive and Council on Membership revenue, targets and initiatives;

Membership Services

- Manage and streamline the annual membership renewals process ensuring cash flow targets are achieved;
- Develop, manage and evaluate member recruitment and retention and reinstatement campaigns
- Manage and monitor the performance of the approved Membership budgets;
- Develop and deliver valued, inspiring and relevant products and services to support practice, members and prospective members;
- Maximise the value proposition of membership by managing the development of the membership benefits and services program across all membership types, including the student, graduate and emerging architect members through the management of, and close collaboration with SONA and EmAGN;
- Maximise the membership team's effectiveness through timely, transparent and comprehensive reporting, analysis and forecasting;
- Analyse and interpret data to identify opportunities to deliver segmented membership campaigns;
- Devise initiatives to communicate the value of membership across all career stages, effectively growing the Institute's membership base;
- Manage and oversee the information resources (marketing material, website, etc) to ensure the Institute's interface with current and prospective members is engaging, professional and relevant;
- Consistently consider alternative, creative means to achieve the Institute's goal of membership recruitment, engagement and retention;
- Engage with state-based chapters to encourage and support effective member recruitment;

- Build relationships with relevant Institute business units to ensure that every opportunity to engage with current members and to recruit potential members is maximised.

Contracts & Admin

- Manage the Institute's contracts and agreements portfolio of products;
- Define, set and monitor the contracts and agreements revenue targets and budget and prepare quarterly financial reports for distribution;
- Work closely with the Institute's legal team and membership peer group to review existing contracts and to identify gaps in the market;
- Research and manage new product development and prepare the products to go to market;
- Oversee the production of contracts and agreements for wholesale to chapters;
- Manage the staffing of the Front-of-house service of the Institute's 41X Melbourne office, which includes overseeing the office phone system, general office amenities and the hiring of office space.

QUALIFICATIONS AND EXPERIENCE

The National Membership Services Manager should have the following:

- A tertiary qualification in business and commerce, or a similar discipline.
- Significant experience in a team leadership position.
- Demonstrable experience in budget management and achieving financial targets essential.
- Demonstrable experience in senior stakeholder management essential.
- Proven ability to champion change and foster a culture of continuous improvement essential.
- Considerable board-level experience desirable.
- Experience in working in a professional membership or industry association desirable.
- Experience with managing events desirable.
- Experience managing contracts and agreements related to services delivered combined with budget management and demonstrated experience achieving financial targets is essential.

KNOWLEDGE AND SKILLS

It is preferable that this person has:

- Understanding of the architectural profession and / or the construction industry desirable.
- Strong people leadership and human resource management skills.
- Strong budget management skills and ability to work to significant financial targets.
- Demonstrated commercial acumen.
- Ability to maintain a solutions-focused approach driven by the desire to think outside of the box to provide solutions or services to meet the changing needs of members.
- Demonstrated commitment to quality customer service and a continuous improvement culture.
- Strong relationship building and communication skills with demonstrated success in forming positive relationships with stakeholders.
- Strongly motivated by challenge and achievement.
- Demonstrated motivation and ability to work effectively and harmoniously as part of a multi-disciplinary team.
- Proven operational and time management skills.
- Well-developed negotiation, liaison and interpersonal skills.
- High level written and oral communication skills.
- Experience in using the Microsoft Office suite of software.
- Flexibility to work outside normal office hours.

KEY RELATIONSHIPS

- Chief Executive Officer
- Chief Financial Officer
- General Manager Membership Services
- National Education Manager
- State Managers
- External service providers

EMPLOYEE RESPONSIBILITIES

All employees are required to:

- Adhere to Institute's values and code of conduct.
- Fully understand the requirements of their role and follow procedures and work instructions as relevant to their department.
- Gain knowledge of and comply with policies, procedures and instructions pertaining to:
 - Work Health Safety & Environment (WHS &E);
 - Human Resources (HR)
 - Finance and
 - Computing Security and Usage
- Understand emergency procedures, location of evacuation points and take all reasonable steps to ensure a safe environment.
- Take reasonable care for their personal health and safety as well as that of other people who may be affected by their conduct in the workplace.
- Participate in annual performance development and review and any relevant training as required for their position.
- Participate in audits and corrective action as required.

All employees with management / supervisory responsibilities are required to:

- Provide adequate instruction, information, supervision and training for all direct reports to perform their work in a safe manner.