



## JOB DESCRIPTION

### 1. JOB TITLE:

**Relationship Manager**

Department/Division:

Membership Department

### 2. REPORTING RELATIONSHIPS:

Responsible to:

Head of Relationship Management

Responsible For: (No. & Job Title:)

### 3. MAIN PURPOSE OF JOB:

To relationship manage a portfolio of Chamber members across all Chamber geographical and themed divisions, with an emphasis on Burton and Cannock Chase divisions. Members will be a mix of start-up and smaller businesses.

Your focus will be on member engagement and retention, building relationships with your members and supporting them in making the most of their Chamber membership.

### 4. KEY RESULT AREAS:

#### Relationship Management

- You will manage a portfolio of Chamber members following the customer engagement cycle process, with the aim of developing strong relationships with your portfolio, focusing on member engagement and retention.
- You will work towards achieving set Objectives on member retention, regular contact with members, member engagement/event attendance, cross and upsell opportunities, and accuracy of records on the CRM system.
- You will also undertake some project work to support marketing campaigns, policy campaigns and flagship events.
- You will identify and highlight members at risk and liaise with your Line Manager and Head of Division to develop plans to retain as members those deemed at risk.

#### Advertising & Sponsorship

- You will seek to identify commercial opportunities for advertising and sponsorship across your portfolio.

A: Birmingham Chamber of Commerce  
75 Harborne Road, Edgbaston  
Birmingham, B15 3DH

T: 0121 454 6171

F: 0121 455 8670

E: [info@birmingham-chamber.com](mailto:info@birmingham-chamber.com)

W: [greaterbirminghamchambers.com](http://greaterbirminghamchambers.com)



## 5. KNOWLEDGE, SKILLS & EXPERIENCE:

- Experience in a relationship management or otherwise relevant customer facing role.
- Proven ability to manage multiple accounts at the same time with attention to detail.
- Demonstrated ability to communicate credibly and effectively at all levels including executive level, whether in-person meetings, telephone calls, online platforms.
- Experience in cross-selling or upselling to members to increase revenue generation.
- Excellent at multi-tasking and managing your own time effectively.
- Excellent listening and communication skills (both verbal and written).
- Excellent presentation skills.
- Good knowledge of Microsoft Excel, Powerpoint, Word, and experience of using CRM systems.
- Flexible attitude to working hours. Attending events out of office hours will be a requirement of the position.

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