



JOB DESCRIPTION

1. JOB TITLE: Head of Sutton Coldfield, Lichfield & Tamworth Chambers

Department/Division: Membership Department / Commercial Division

2. REPORTING RELATIONSHIPS:

Responsible to: Head of Membership

Responsible For: (No. & Job Title:)

3. MAIN PURPOSE OF JOB:

To lead the Royal Sutton Coldfield Chamber and Lichfield & Tamworth Chamber with the objective of growing the membership base across both regions, leading local policy and stakeholder activity, leading the divisions' events programme and growing the divisions' commercial revenues via local patron schemes and sponsorship. You will also be responsible for managing the two executive committees and Presidents.

4. KEY RESULT AREAS:

Membership

- To grow membership across the two divisions by both acquiring new members and targeting an 80%+ retention rate to hit year-end targets as agreed with Head of Membership

Relationship Management

- Manage existing accounts assigned following the customer engagement cycle
- Manage additional high value accounts to achieve commercial targets
- Establish, develop & maintain external relationships with key stakeholders, members and non-member organisations.
- Provide effective representation at external committees, boards, and business groups
- To engage with local policy activity, business leaders, local authorities and key stakeholders within the region with the purpose of representing the Chamber and its members and being considered an influential voice within the business community

Sponsorship

- To attract a range of sponsors and patrons to both divisions and to generate commercial opportunities

Executive Committees

- To manage the Royal Sutton Coldfield Chamber and Lichfield & Tamworth Chamber executive committees including scheduling, chairing and contributing up to date information on membership, events and wider initiatives to the executive committee meetings, working closely with the Presidents to ensure they support the Chamber and we support their Presidential objectives

Events

- Working closely with the Marketing and Events team, to create a schedule of events for both divisions ensuring that member and non-member targets are achieved and the events have good feedback
- To oversee the flagship events of these divisions including an Awards night and Expo, driving attendance, sponsorship and award entries

Patrons

- Increase patron membership of both divisions

5. KNOWLEDGE, SKILLS & EXPERIENCE:

- Strong commercial acumen and experience of developing commercial opportunities at strategic level
- Experience in an account management or marketing and sales role
- Experience of establishing and developing networks and partnerships to at strategic level including engagement with senior business leaders, strategic partners, local authority, MPs
- Exceptional written and verbal communication skills
- Exceptional presentation skills
- Knowledge and understanding of the business support landscape
- Awareness of current and evolving business issues; needs and challenges of local business including SME's and Blue Chip clients and the ability to discuss and communicate at senior levels.
- Flexible attitude to working hours
- Educated to degree level or equivalent
- Full Driving Licence

DECLARATION:

Completed By Manager Name: Lillian Elekan

Signed *Lillian Elekan*

Date:

Staff Member Name:

Signed

Date: