

Role - Membership Development Manager
Salary - £25k basic (additional monthly commission)
Reporting to - Head of Business Development
Working Hours - 30 / 4 Day Week

The award-winning Greater Manchester Chamber of Commerce provides first-class business support to a diverse Membership of companies from all sectors. Greater Manchester Chamber of Commerce is the UK's largest Chamber of Commerce working with over 4,200 business members accounting for over a third of the Greater Manchester workforce. The Chamber is focused on helping businesses to thrive locally, nationally, and globally. The Chamber provides an opportunity to work at the heart of the city centre while supporting all areas of the region. We are an Investors in People Gold accredited organisation with a focus on developing our staff by providing a vibrant and enjoyable working environment.

Job Summary

In this role you will work as a part of a dynamic team to engage with businesses of all sizes throughout Greater Manchester with a focus on recruitment of new Chamber Members and developing commercial opportunities. Working to strict targets you will use strong sales and communications skills to sell Membership while also generating commercial income through sponsorship, commercial opportunities, and partnerships. This role requires a highly motivated, ambitious individual confident in selling varied products/services.

This role involves delivering exceptional customer service, fostering enduring member relationships, and proactively engaging with new through phone and virtual/in-person meetings. Responsibilities include lead generation, sales, conversion, conducting strategic conversations with contacts at various levels, and effective collaboration. Representing the company by attending and presenting at events to expand the network and introduce new companies to the Chamber of Commerce is a key aspect. The position operates on a 4-day working week.

Team Structure

Please note that structure of the Membership & Commercial department is to create a fluid and dynamic working team. Whilst each person will have a specific role, all members of the team will be expected to support all functions of membership to contribute to the Chamber's success. All team members will be supported in doing this, and training will be provided where appropriate.

Duties & Key Responsibilities

- Research, identify and contact prospective clients of all sectors and business size.
- Engaging effectively at a high volume with prospects by phone, virtual meeting, email and face to face.
- Schedule and conduct detailed meetings with potential members to align their business needs to relevant Chamber services, highlighting the value of Chamber membership.

- Working to achieve agreed monthly revenue targets using a consultative approach to selling.
- Proactively developing your network of contacts in the region with a direct focus on sales generation.
- Work proactively to meet and exceed individual and team targets.
- Regularly updated sales activity in the CRM system - working closely with the Account Management team to ensure a smooth onboarding process for new members.
- Stay updated with local business news, events and Chamber initiatives to identify new commercial opportunities.
- To provide exemplary customer service to both GMCC members and non-members at all times.

Key Skills & Standards

- Confidence with all elements of the sales cycle including prospecting and cold calling.
- Comfortable working to sales targets & KPI's.
- Professional manner, attitude, and a flexible approach to work.
- Confident and professional ability to use persuasive communicate skills and build strong rapport with prospective clients quickly.
- Strong presentation, pipeline management and prioritisation skills.
- A consultative, client-focused approach to sales - using active listening skills to match Chamber services to ambitions of prospective member businesses.
- Proficient in use of Customer Relationship Management (CRM) tools to track and manage all customer interactions.
- The ability to work with sensitive and confidential information in a professional manner.
- To uphold high ethical standards in all interactions with customers and colleagues.

The Greater Manchester Chamber of Commerce is a committed Equal Opportunities Employer. A copy of our policy can be requested from the HR Department.

<https://www.gmchamber.co.uk/>