



Job Title: Business Development & Membership Relations Manager

Reports to: Chief Executive Officer

Responsible for: *n/a – no direct reports at current time*

Background:

The Equity Release Council (ERC/the Council), a not-for-profit organisation, is the industry body for the equity release sector. It aims to represent and facilitate the safe growth of the equity release market by helping to create the conditions which enable the market to develop effectively. Built on the legacy of a predecessor body called SHIP (Safe Home Income Plans), the Council was launched in 2012 and represents over 400 member firms and nearly 1,200 individuals including lenders, qualified financial advisers, solicitors/conveyancers, surveyors, and other industry professionals. Members are committed to the Council's aim of ensuring good outcomes for the consumer where protections and safeguards are a continuing feature.

The ERC plays a critical role in lobbying, providing thought leadership, driving standards and conduct, and being 'the conscience of the equity release market'. We aim to be seen by our corporate members as a value driven, proactive and progressive representative for their organisations.

Purpose of the role:

This is a newly created role that will bring together three core strands:

- **Growing the ERC's membership** by developing the member proposition for existing and new membership categories.
- Enable a strong retention policy by **developing ERC's engagement with all members** and amplifying the communication of the value of membership.
- **Identifying and developing non-subscription revenue opportunities.**

Whilst business development roles are often associated with hard revenue targets, in a not-for-profit trade association, the role requires a sensitivity to the organisation's ethos and values.

Contextual Information:

The ERC currently has a part-time Chairman, a part-time Standard Board Chair, four full-time staff (CEO, COO, Communications Manager, and an Administration Assistant), and a 'hub and spoke' network of consultants and out-sourced agencies. As part of the ERC's strategy to provide greater membership value it is now looking to develop its core membership activities in-house.

The incumbent will work closely with the Directors to align membership growth and development with the ERC's strategy; and with the Communications Manager to deepen the ERC's member engagement. ERC will continue to retain the services of an external administration services firm, who support its member onboarding and renewal processes and general administration.

ERC have a small office base near Liverpool Street Station, and it is expected that the incumbent will be based there for at least one or two days per week. However, the role lends itself to flexible working, and the ERC would consider applications from candidates who may wish to work part time and/or who would seek to work from home for part of the working week. A degree of flexibility on working arrangements, and preparedness to travel within the UK, would be required.

REQUIRED EXPERIENCE, QUALIFICATIONS, SKILLS AND ATTRIBUTES

['E' = essential, 'HD' = highly desirable, 'D' = desirable]

EXPERIENCE

- Experience within the financial services industry, preferably with equity release or broader later life lending knowledge or specialism - [E]
- Experience in a member engagement role within a membership or professional services organisation - [HD]
- Experience of stakeholder liaison and management [HD]

QUALIFICATIONS

- Degree level qualification (or equivalent) – [D]

SKILLS [all E]

- Exemplary organisation and time-management skills
- Effective net-working skills
- Strong oral and written communication skills, with confidence in telephone and face-to-face communications
- Ability to self-manage work without direct supervision
- Ability to marry commercial flair with the delivery of detailed, practical solutions and outcomes

ATTRIBUTES [all E]

- Flexible
 - Self-starter
 - Commercial outlook
 - Sensitivity to trade association ethos
 - Personable
 - Strong work ethic
 - Resilient
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MAIN ACCOUNTABILITIES

MEMBERSHIP GROWTH

- To keep fully abreast of developments in the later life lending sector and identify opportunities to expand the ERC's membership base
- To work with the Directors to ensure the price points and value proposition of membership are regularly evaluated and that they remain compelling and competitive.
- To periodically review the membership structure to ensure it offers appropriate points of entry to all relevant parties in the broader later life lending industry.
- To ensure the ERC's website provides compelling information on the benefits of membership and clearly sign-posts potential members on how to apply.
- To proactively follow up on leads to invite relevant corporate entities into membership, subject to appropriate due diligence checks.
- To promote ERC membership at events and networking forums
- To utilise a range of media avenues to promote membership.

MEMBER ENGAGEMENT

- To build relationships with members and key contacts
- To liaise with the Communications Manager to ensure there is a comprehensive programme of communications with members including but not limited to input to the website, blog, and social media comms.
- To work with the Directors to scope activities that add value to the member experience (including, but not limited to, events, training, publications, teach-ins etc).
- To liaise with the out-sourced events provider to ensure they deliver a programme of events that reflect the key interests and networking requirements of members (to include seminars, conferences, exhibitions, key speaker series, dinners, lunches etc).
- To develop intra-member communications channels that add value to members (e.g. via a digital members hub or development of special interest groups).
- To liaise with the Communications Manager in the design and administration of member surveys, and in the development of responsive action plans and communication of results
- To liaise with the COO and comms team to contribute to the oversight of the subscription renewal process and ensure it is utilised as an opportunity to communicate member value.

DEVELOPMENT OF NON-SUBSCRIPTION MEMBER REVENUE

- To identify and develop new revenue streams outside membership fees (by identifying and supporting the evolution of sponsorship opportunities, including the creation of new categories to enable partnership support).
- To agree target corporate partners, developing sales and marketing plans and revenue targets for each in conjunction with the CEO.
- To ensure the ERC's programme of events (see above) contributes positively to non-subscription revenues without detracting from the member experience and/or the ERC ethos.

OTHER

- To liaise and support the COO
 - in the oversight of managing the ERC's outsourced membership services administrators to ensure the member experience of sign-up, on-boarding, subscription renewal, contacts updating, and other administration processes are seamless and professional.
 - To work with both the membership administrators and the Secretariat/Finance teams to ensure necessary enhancements are made to member reporting systems, and management reporting is provided as required.

This Job description provides a broad outline of the role.

Job Descriptions may be revised and updated to ensure the role continues to meet the changing needs of the business. As a new role it is expected that the exact remit and responsibilities will evolve over time.