

JOB DESCRIPTION

JOB DETAILS			
Job Title:	Membership Relations Adviser	Location	Aberdeen with Regional Travel
Reporting Line:	Membership Relations Manager	Date:	November 2018
Team:	Stakeholder & Communications - Membership		
Organisational Vision and Mission			
<p>Oil & Gas UK's vision is to ensure the UKCS becomes the most attractive, mature oil and gas province in the world with which to do business</p> <p>Our mission is to promote and serve our members interests and be the voice of the UK's oil and gas industry</p>			
Team Purpose and Objectives			
<p>To lead, develop and deliver:</p> <ul style="list-style-type: none"> • To proactively manage the stakeholder and communications agenda on behalf of the organisation and its members, actively pursuing a positive profile and reputation for the industry and Oil & Gas UK; • To develop an effective brand management strategy ensuring all design, digital and editorial activities, and media are optimised to deliver the strategy • To lead, develop and deliver: <ul style="list-style-type: none"> ○ the Membership Value Proposition, recruiting, retaining and engaging O&G UK Members to generate ongoing revenue streams. ○ high quality events which enhance the organisation's reputation, messaging and income. 			
Job Purpose			
<ul style="list-style-type: none"> • Develop existing and new member relationships to generate and maintain a sustainable revenue stream for the organisation. 			
Job Dimensions			
Budgetary Responsibility:	None		
Team Size:	3		
Key Stakeholders:	Stakeholder and Communications Director, Board, Membership & O&G UK Leadership Team; Members		
Key Accountabilities:			
<ul style="list-style-type: none"> • Understand activities across the organisation and clearly articulate how they relate to different types of member company • Support the strategic recruitment of new members, working with the membership relations manager, meeting agreed membership income targets. <ul style="list-style-type: none"> ○ Carry out membership mapping to identify recruitment opportunities, and conduct research into new member prospects. ○ Plan, design and present compelling membership proposals to companies, evaluating the success of the proposals ○ This may involve external presentations to promote membership of Oil & Gas UK • Lead the membership team's social media activity, working with Oil & Gas UK's digital & social media lead and membership relations manager. • Support the organisation's objective to showcase member news stories through our member e-newsletter, <i>Wireline</i> magazine, and social media. • Provide appropriate content with respect to membership matters for inclusion on the website and membership app. 			

- Attend relevant internal and external events and exhibitions to engage existing members and promote membership of Oil & Gas UK
 - Man the stand at Oil & Gas UK events and chosen external events
 - Develop content to present on the Oil & Gas UK stand and support the membership relations manager and communications team to brief staff ahead of each event.
 - Coordinate the complimentary exhibiting opportunities at business breakfasts.
- Support the membership manager to create and develop compelling membership marketing material for the membership recruitment pack, returning member pack, website, and app.
- Work with membership manager and membership administration coordinator to maintain accurate & up to date membership records, maintain membership action trackers, and membership engagement meetings.
- Work across Oil & Gas UK to encourage a customer focused culture and an evolving value proposition which resonates across the membership.
 - Support the membership manager on the account management process, staff training and support
 - Manage and promote good practice in the use of the CRM system.
- Respond promptly to enquiries from existing or prospective members & relevant parties, providing accurate information in a timely fashion.

Knowledge, Skills, Experience: (includes technical skills, professional qualifications, & competencies)

- Exceptional customer service skills, ability to understand a broad range of member, and driven to identify solutions for our customers.
- Skilled communicator, both verbally & written, confident public speaker.
- Able to present & sell organisational values, objectives and services to a wide range of senior people within both an informal and informal setting.
- Excellent Relationship Manager who influences & collaborates with peers & stakeholders to deliver mutual success.
- Able to think clearly, creatively & decisively.
- Quality and accuracy driven, with meticulous attention to detail and strong record keeping.
- Results-driven, equally comfortable and experienced at working strategically or operationally to drive continuous improvement and operational excellence
- Sound business acumen with a practical, solutions-driven approach to industry challenges & Member requirements.
- Flexible, able to work out of hours & to travel within the UK as required.
- Ability to work as part of a team but also take initiative and ownership of own work.
- Relevant experience working within a professional membership body or similar organization.
- Effective Change facilitator who thinks innovatively & acts decisively, adapting positively to challenges.
- Role model who demonstrates high standards of ethics & professionalism, aligned to Company Values.
- Understanding of the Oil & Gas industry, especially within the UKCS.
- Excellent knowledge of planning, administration, marketing skills and techniques.
- High degree of IT literacy, specifically in Microsoft Dynamic CRM, MS Office applications.