

## POSITION DESCRIPTION

<b>ROLE:</b>	<b>MEMBERSHIP SALES COORDINATOR</b>
<b>ROLE PURPOSE:</b>	To strengthen the Association by reaching or exceeding membership recruitment and retention sales targets; and maximise the value of new and existing customer relationships through the promotion of HIA's products and services.
<b>WHAT DOES THE ROLE DO:</b>	The Membership Sales Coordinator maximises revenue generation by effectively presenting the value and benefits of HIA membership and services for prospective, new and existing customers.
<b>HOW IS THE ROLE DONE:</b>	<ul style="list-style-type: none"> <li>• Sales (approximately 70% of the role) – A focus on sales by: <ul style="list-style-type: none"> <li>○ Maximising the value to members by applying solution selling techniques.</li> <li>○ Supporting HIA's National &amp; Regional sales strategies and programs.</li> <li>○ Aiming to exceed membership recruitment targets (monthly and yearly).</li> <li>○ Reach and exceed a retention targets for first year members by implementing a plan to keep those members engaged. This includes maintain a relationship with Internet joins.</li> </ul> </li> <li>• Manage the Administration functions for membership (approximately 30% of the role): <ul style="list-style-type: none"> <li>○ On-boarding of new members. <ul style="list-style-type: none"> <li>- ensure all mandatory information is updated in CRM</li> <li>- assist members with setting up their online access</li> </ul> </li> <li>○ Follow the new member process and ensure Regional Executive Committee (REC) are informed of any members that may not be complying with HIA's Code of Conduct.</li> <li>○ Preparation and distribution of Welcome packs for new members.</li> <li>○ Maintain data standards within CRM.</li> </ul> </li> <li>• Application of technology – effectively using data bases, tablets and presentation tools which support customer engagement</li> <li>• Teamwork – participating as a member of the regional and national sales team by contributing ideas, sharing information, attending meetings and sharing success</li> <li>• Knowledge – maintaining a current understanding of industry issues, builders registration, licensing requirements and local conditions</li> <li>• Reporting – proactively operating within the HIA's requisite reporting framework</li> <li>• Customer Service – Ensure that customer response times are in accordance with HIA's Customer Charter.</li> </ul>
<b>KEY ACCOUNTABILITES:</b>	<ul style="list-style-type: none"> <li>• Achieve monthly sales targets</li> <li>• Achieve first year retention targets</li> <li>• Achieve other Key Performance Indicators as documented in the Personal Development Plan</li> </ul>

	<ul style="list-style-type: none"> <li>• Timeliness of reporting and meeting other administration timelines</li> </ul>
<b>ATTRIBUTES AND EXPERIENCE:</b>	<ul style="list-style-type: none"> <li>• Experience in a customer service environment</li> <li>• Demonstrated sales experience delivering targeted results</li> <li>• High standards of written communication and administration</li> <li>• Knowledge of the construction sector or experience with a member organisation</li> <li>• Success at working within a team environment</li> <li>• Capacity to integrate technology to support customer service</li> <li>• Strong administration and time management skills</li> <li>• Experience in utilising a CRM</li> </ul>
<b>REPORTING:</b>	Commercial Manager NSW
<b>INCENTIVE:</b>	This position is incentivised for Membership Recruitment and 1 <sup>st</sup> Year Retention.