

JOB DESCRIPTION

JOB TITLE
MEMBERSHIP DEVELOPMENT COORDINATOR
SITUATION IN ORGANISATION
Position reports to Managing Director
JOB DIMENSIONS - OBJECTIVES
<p>The Membership Development Coordinator will be responsible for the overall strategic growth of the membership base of the Chamber of Commerce and Industry France Ghana (CCIFG), serve as a liaison between our members and the administrative staff. The Coordinator will direct CCIFG’s membership development, recruitment and retention efforts. The main purpose of this role is to increase revenue to CCIFG by expanding our membership base, attracting new members to the organization and increasing member engagement to improve member retention.</p> <p>Central to these responsibilities is the development and execution of a strategic membership sales plan for CCIFG. This will involve identifying prospects, determining their needs, communicating the Chamber’s value, and closing the sale. The Coordinator will be responsible for prospection, lead generation and conversion of new members, including but not limited to processing new membership applications, drive membership upgrades to ensure sustained profitability, issuing invoices, ensuring payment of membership dues, responding to enquiries, complaints and requests from potential and current members, and updating the membership directory. Moreover, the Coordinator will work hand in hand with the Events department to ensure the satisfaction of members through new event concepts as well as develop membership development schemes and campaigns. The Coordinator will also be expected to participate in events such as conferences, trade fairs and exhibitions and forums to meet and recruit potential members.</p>



KEY RESPONSIBILITIES

Member Acquisition & Retention:

- Identify and reach out to potential members and follow up on leads in all membership categories including small businesses, corporations, and individuals/entrepreneurs.
- Onboard prospective members by assisting them with the registration process and ensuring final payment by issuing invoices process incoming cheques, cash or card payments.
- Facilitate timely renewals of existing membership packages through mail renewals to ensure no gaps on cashflow expectations quarter-on-quarter
- Conduct presentations and meetings to showcase membership benefits and services.
- Coordinate the membership program by providing CCIFG Carte Privilege membership cards to members, facilitating and maintaining partnerships with participating companies of the Carte Privilege Programme.
- Manage the CCIFG Carte Privilege monthly newsletter to inform members of current offers and discounts from partners.
- Update and maintain the membership directory and membership contact information as well as facilitate member's request for contact lists.

Marketing & Sales Strategy Development:

- Develop and implement sales strategies to achieve membership and revenue goals.
- Create marketing materials and campaigns to attract new members.
- Track and analyse sales metrics to optimize performance.
- Remain informed about local business trends and community needs to tailor offerings accordingly.
- Gather feedback from members to improve services and programs through surveys and questionnaires and direct engagement.
- Provide weekly updates and reports on membership retention, acquisition and sales performance to management.

Client Relationship Management:

- Build and maintain relationships with current and prospective members.
- Understand client needs and provide customized solutions to meet those needs.
- Maintain ongoing relationships with existing members to ensure satisfaction and engagement.
- Maintain accurate records of sales activities and member interactions in the CRM system.
- Maintain accurate records of member data, interactions, and sales activity.
- Serve as a point of contact for member inquiries and support.

REQUIRED QUALIFICATIONS / EXPERIENCE

- French nationality (with Ghanaian residence permit) or Ghanaian nationality
- Bachelor's degree in business, Marketing, Communications, or a related field preferred.
- Proven experience in sales, preferably in a membership-based organization or a chamber of commerce.
- Strong understanding of the local business community and economic landscape.
- Excellent communication and interpersonal skills.
- Strong negotiation and closing skills.
- Proficient in Microsoft Office Suite and Power Point.
- Results-driven with a strong focus on achieving targets.
- Ability to handle multiple tasks and prioritize effectively.

COMPENSATION

- Competitive salary and commission structure.
- Health Insurance and Transport Allowance.

Application Process:

Interested candidates should submit their resume and a cover letter in both French and English to the Managing Director maxine.reindorf-partey@ccifranceghana.com before the application deadline on **Friday December 13th, 2024 at 23:59**