

Recruitment for

Membership Account Executive

Application Pack

June 2024

Membership Account Executive

We are looking for three enthusiastic and creative Membership Account Executives to join our expanding team. As a membership account executive, you will play a pivotal role in the growth of our membership programme as well as delivering best-in-class customer service and member engagement.

As a Membership Account Executive, you will help execute the GMA's membership programme, managing the member cycle, making a positive impact on our members. As the primary point of contact for our members, you'll provide exceptional service, convert prospects into members, and ensure existing members renew their memberships. Collaborating with the Head of Membership, you'll develop and implement membership recruitment and retention strategies.

If you have a passion for delivering an excellent service, driving member satisfaction and developing your career in the membership space, this could be the role for you.

Responsibilities:

Execute membership recruitment strategies in collaboration with the Head of Membership:

- Serve as the first point of contact for incoming membership inquiries, whilst taking the lead for your own designated category of membership
- Convert prospects into active members and ensure timely membership renewals.
- Maintain accurate membership records and manage the membership database.
- Provide regular account reporting and assist in driving departmental initiatives.
- Through continuous review and collaboration across the GMA, implement developments that improve efficiency or member experience.
- Develop and implement data and quality checks and robust processes, to deliver reliable and current data on our members
- Collaborate with other teams to enhance the overall membership experience.
- Champion the value of membership through engaging with all departments to ensure opportunities to retain, convert and recruit members are maximised.
- Support effective marketing communications across GMA accounts.

The ideal candidate(s) will have proven knowledge and be experienced in:

- **Sales and Business Development:** Proven experience in sales or business development, along with event or training course administration.
- **Customer Service:** Familiarity with the member cycle and a commitment to delivering first-class customer service.
- **Software Proficiency:** Competence in using Microsoft Office tools (Word, Excel, PowerPoint) and experience with CRM/LMS software
- **Project Management:** Understanding of project management techniques and delivery.
- **GDPR Knowledge:** Awareness of GDPR regulations and their applications.
- **Effective Communication:** Strong oral and written communication skills for interacting with colleagues and external customers.

We are seeking candidates with **at least a minimum of 4 years** customer service experience, preferably in an association or membership organisation. A strong understanding of the GMA and related industry and the competitive landscape will be advantageous. Additionally, you

will demonstrate the ability to prospect new sales opportunities, build a pipeline of potential customers, and analyse and interpret data to produce meaningful and informative reports. You will also have good time management skills with the ability to effectively manage conflicting priorities as well as excellent oral and written communication skills.

If you meet these qualifications and are passionate about membership engagement, we encourage you to apply!

The Organisation

The GMA is the UK's leading industry body for the grounds care sector. A not-for-profit membership organisation promoting and protecting the interests of professional and volunteer grounds people who make sport possible by keeping green spaces and playing surfaces safe, accessible, and sustainable across educational establishments, community facilities, and sports clubs at grassroot, amateur, and elite professional level.

SALTEX is the brand name of the exhibition owned and operated by the GMA with all profits supporting the GMA's provision and delivery of the industry training, education and membership services.

Salary and benefits

Salary is circa £28K plus pension, employee assistance programme, life assurance cover, 25 days annual leave plus bank holidays and Christmas closure. Based at the Milton Keynes head office with some flexible home working as agreed.

How to apply

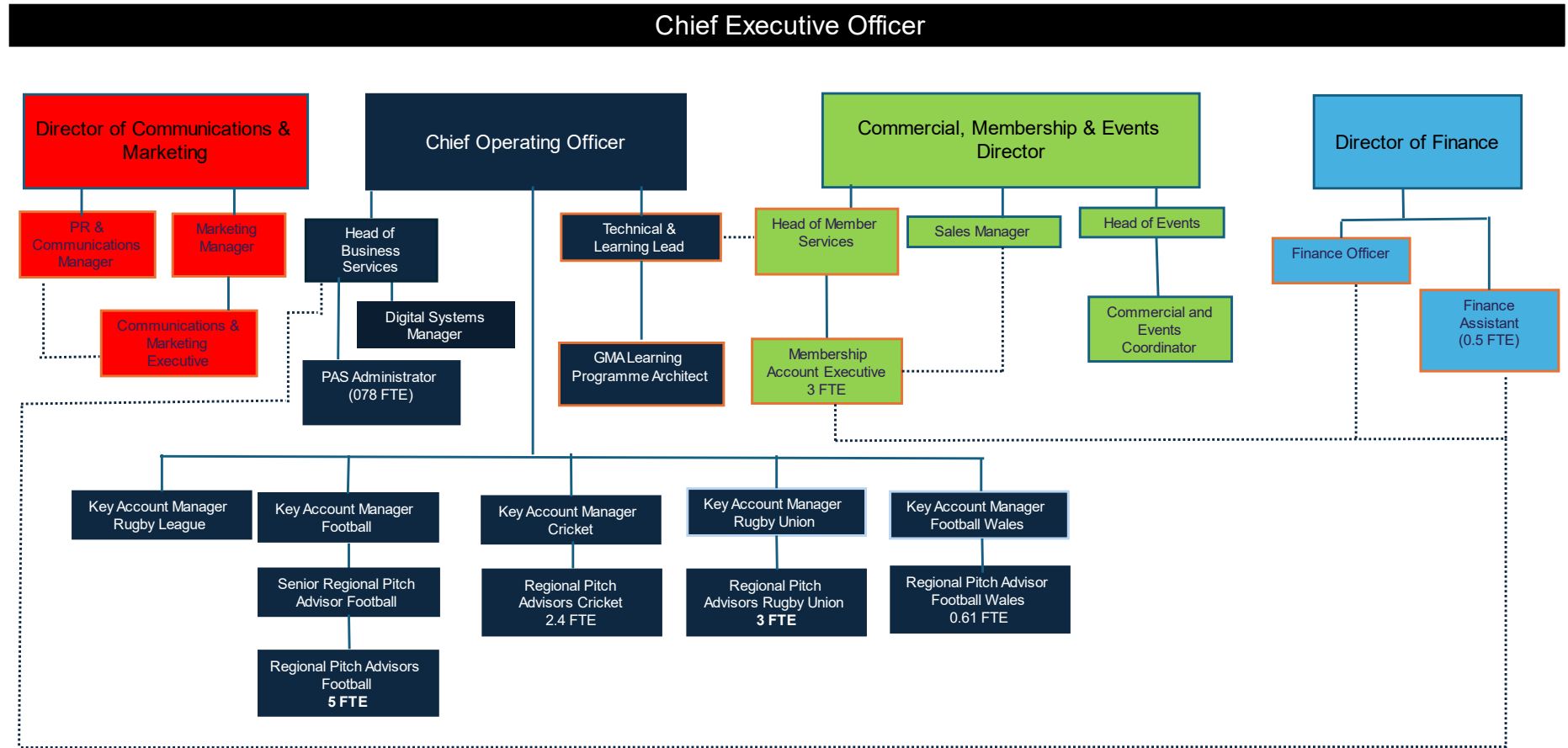
For further details including details of the application process please refer to the application pack by following this link: [Latest jobs | Grounds Management Association \(thegma.org.uk\)](#)

Closing Date 27 June 2024 5:00 pm

The GMA is an equal opportunity employer that supports and celebrates difference for the benefit of our employees and our community.



GMA Organisation Chart



Background to the Grounds Management Association

The Grounds Management Association (GMA) is the leading, membership organisation representing grounds managers, grounds staff, grounds maintenance managers, and all others involved in the management of sports pitches, landscape, and amenity facilities in the UK. Our members range from professionals managing the playing surfaces of elite stadia and training facilities through to volunteers maintaining grassroots pitches for local communities and groups.

Our vision is to help them achieve “quality surfaces through excellence in grounds management”.

As well as maintaining the GMA Grounds Management Framework and providing a Turf Care Advisory Service for sports grounds, lawn maintenance and amenity horticulture, the GMA is recognised by the National Governing Bodies of Sport, the public, private and voluntary sectors for its industry knowledge and technical expertise. The GMA's extensive learning programmes cover all sport surfaces - including cricket, football, rugby, tennis, horse racing and bowls - plus artificial surfaces, turf science, management development and other specialist horticultural subjects.

The GMA provides a wide-ranging portfolio of qualification and training courses and has developed programmes aimed at encouraging new entrants into the industry and networking opportunities via its 'Young Directors Programme', as well as initiatives such as the current "Get into Grounds" Campaign. The GMA was established in 1934 by WH Bowles, the groundsman responsible for managing the playing fields of Eton. Living out our promise to members “Serving you through the seasons” the GMA provides a wide range of membership services to generations of grounds staff, helping to support their professional and personal development throughout their careers.

The GMA also owns and organises the annual SALTEX exhibition - Europe's leading show for open space management at the National Exhibition Centre in Birmingham. In addition, it hosts an GMA Industry Awards Ceremony, which has raised the profile of grounds management - best practice and performance. For more information visit www.thegma.org.uk

The Commercial, Membership & Events Team

The Commercial, Membership & Events team is responsible for the Grounds Management Association's direction, management, and delivery of the GMA's membership, products and services as well as our annual trade event, SALTEX, and other relevant industry events which focus on the management and maintenance of the UK's outdoor leisure spaces. Events attendees would range from personnel working in sports grounds, educational facilities and grounds to park & leisure amenity officers, landscapers, greenkeepers, foresters and estate managers.

GMA SALTEX is a national exhibition, now in its 78th year, and is proud that any surplus created by the running of the exhibition is reinvested back into the varied work we do to support the sports turf industry

Held at the National Exhibition Centre (NEC) Birmingham annually in November, GMA SALTEX offers the opportunity to view latest trends and innovations, connect with colleagues, and learn from top industry professionals through its educational seminars.

SALTEX is not only the longest-running trade show in the sector, but also the largest, attracting the highest number of visitors and exhibitors of any show for the grounds care sector in Europe. Successive post-show surveys confirmed the exhibition's place as the must-attend event for everyone involved in grounds management and turf care

Our strategy is led by our members with the aim to support, promote, and inform the sector of their products and services. Our ambition is that everyone working or volunteering in grounds management holds a Grounds Management Association membership, and businesses in the sector continue to value our partnerships.

We help to understand our core audiences, identify solutions, and inspire people to invest and reinvest in grounds management – understanding its wider contribution to sport and society.

Role Profile and Person Specification

Job Title:	Membership Account Executive
Team:	Commercial, Membership & Events
Location:	Head Office/Flexible Home Working as agreed

Role Profile

Reporting to: Head of Member Services

Line Management responsibility: None

Key Business Areas:	<ul style="list-style-type: none"> • Member acquisition, retention, and service • Learning & Education sales and administration • GMA CRM and LMS (Learning Management System) administration • GMA products and services fulfilment • GMA Membership Events support
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Job Purpose:	<ul style="list-style-type: none"> • Actively contribute to and support the development and implementation of the GMA membership strategy and offerings with each Membership Account Executive assuming the day-to-day lead for a category of membership. • In conjunction with the wider team of Membership Account Executives, deliver first class membership customer service during the GMA office opening times. • To actively promote and sell training courses, providing training course administration and first class customer care. • To provide wider business support across the GMA as designated.
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Main Responsibilities:

Measures of Success (some examples below)

<ol style="list-style-type: none"> 1. Assume the day-to-day lead for the category of membership as designated and take responsibility for the member life cycle including customer relationship management and customer service delivery. 2. In line with GMA protocols, build and nurture relationships with new and existing members and customers to develop understanding of their focus and needs. 3. Stay current with GMA offerings and industry trends to illustrate to existing and prospective members and customers the value of GMA products and services to create growth opportunities. 4. Meet set targets/quotas on members' recruitment and retention through: <ol style="list-style-type: none"> 4.1. Use of the GMA CRM system to develop prospect lists and information for recruitment activities. 	<ul style="list-style-type: none"> • Impact on GMA balance sheet, particularly revenue generation from membership and events • Quality of solutions developed and 'added value' provided • Collaboration with experts/colleagues to resolve specific needs • Project outcomes (cost, quality, standards introduced, cost savings etc.) • Feedback from members • Accuracy and attention to detail • Efficiency of service • Membership records up to date • Adherence to project and task timescales • Flexibility at times of competing demand • Peer feedback
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- 4.2. Research and assist with program development for existing members and new prospects
- 4.3. Perform prospecting activities such as cold calling and networking
- 4.4. Follow up with members/prospects regularly to ensure needs are being met and to identify opportunities
- 4.5. Maintain a database of members, customers, prospects, partners and suppliers.
5. Serve as the first point of contact for prospect and existing members, customers and GMA staff for their designated category of membership, delivering excellent customer service and engagement
6. Upsell and promote all GMA products and services including Membership, Events, Health and Safety documents, GMA Technical Library, GMA learning and education courses.
7. In conjunction with the wider Member Services team:
 - 7.1. plan, coordinate, and execute membership functions, activities and operations of all categories of memberships, encompassing recruitment, retention, and engagement strategies.
 - 7.2. On a daily basis:
 - 7.2.1. interact with existing and potential members on membership related activities.
 - 7.2.2. interact with learners, delegates and trainers/training providers on learning related activities.
 - 7.2.3. administration of member services and training courses e.g. face-to-face and online courses, qualifications, sourcing training venues, etc, utilising the CRM and LMS systems in line with GMA procedures and processes and updating the GMA CRM and/or LMS to enable accurate reporting
 - 7.2.4. attend GMA and Industry Events as required to promote membership and GMA products including training courses, and provide relationship management to current members
 - 7.2.5. as delegated, implement and manage member engagement campaigns: send timely communications to members/prospect about upcoming programs and events
 - 7.2.6. provide regular reports as agreed, on membership acquisition and retention
 - 7.2.7. Proactively contribute to and assist with the delivery of membership communication campaigns. Providing timely information to

<p>the communications and marketing department. Proactively review member communications and work collaboratively to ensure the best customer experience.</p> <p>7.2.8. Act as key point of contact for the designated category, for internal GMA staff, representing your category in all relevant project meetings.</p> <p>7.2.9. Work collaboratively with other Membership Account Executives to support their categories when required. All executives should have a working knowledge of all members categories and services.</p> <p>8. Ensure the timely turnaround of new membership confirmations using the CRM system and effective and timely communications.</p> <p>9. Assist with regular membership and learning surveys to determine the feedback on the membership offering (including data analysis, profiling, and identification of 'cold spots' for targeting)</p> <p>10. Work collaboratively with the Finance team to ensure financial records are accurate and up to date for membership products (including training courses)</p> <p>11. Work collaboratively with all other GMA Departments, providing additional assistance and head office support when business needs require</p> <p>12. In collaboration with the Digital Systems Manager advocate for best practice of use of CRM, seek to continuously improve the GMA's digital systems creating efficiencies and improving the customer journey. Championing the implementation of the CRM system and refining processes to optimize member interactions.</p> <p>13. Contribute to overall GMA business strategy and objectives.</p> <p>14. Undertake any other responsibilities as directed by the Chief Executive/Director of Commercial, Membership & Events/Head of Member Services.</p>	
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Person Specification

Key Requirements:

Experience	<ul style="list-style-type: none">• Minimum 4+ years of solid customer service experience, preferably in an association or membership organisation.• Minimum 2+ years proven sales/business development experience.• Ideally 3+ years' experience in event or training course administration.• Clear and demonstrable experience in the effective use of CRM/LMS software e.g. Oomi, Totara, Moodle, Drupal and WordPress or similar• Experience working with database management and reporting programs including the use of membership administration software.• Experience in marketing or membership development, preferably in a non-profit setting
Technical and/or Professional Skills	<ul style="list-style-type: none">• Ability to prospect new sales opportunities and build a pipeline of potential customers.• High level of proficiency in the use of Microsoft Office (specifically Word, Excel, PowerPoint, databases).and the GMA CRM and LMS systems. Ability to progress to become systems user is desirable.• Financial awareness and business acumen• Excellent oral and written communication skills• Demonstrable knowledge and understanding of the member cycle with first class customer service skills.• Proven project management skills with good understanding of project management techniques• Ability to analyse and interrogate data and produce meaningful and informative reports• Able to present and use PowerPoint for reports and presentations• Good understanding and ability to use Microsoft teams / Zoom / or appropriate video meeting/webinar software.
Qualification and/or Knowledge	<ul style="list-style-type: none">• Some knowledge of the processes involved in the production of promotional, printed and display materials.• Familiarity with the use of electronic & social media for promotional and communication purposes.• Good understanding of IT and its application to deliver business benefits and aptitude to learn and use new IT software/systems.• Good understanding of GDPR and its application and relevance.• Strong understanding of the GMA and related industry and the competitive landscape.
Personal Qualities	<ul style="list-style-type: none">• Ability to work on own initiative within a small office team.• Excellent organisational skills with the ability to multi-task and collaborate effectively with cross functional teams to deliver satisfactory outcomes.

	<ul style="list-style-type: none"> • Good time management skills with the ability to effectively manage conflicting priorities. • High level of confidentiality, tact, diplomacy and patience. • Strong interpersonal and relationship building skills and the ability to build and maintain long-term customer relationships. • Resourceful problem-solving skills
Other Considerations	<ul style="list-style-type: none"> • Able and willing to travel to support the GMA's events.

Core Competencies:		
Competency	Indicators	Description (examples below)
Achieving Results of High Quality	Delivers	Achieve what was required, on time and to appropriate quality.
	Plans Work Programme	Draw up a programme of work to achieve organisational aims. Plan for the short and medium term. Set interim goals to meet longer-term objectives.
	Creates Solutions	Are creative and come up with fresh ideas to meet objectives.
	Manages Change	Establish new priorities and revise plans/proposals to reflect operational policy changes. Identify barriers to progress and ways of overcoming them.
Demonstrates Leadership and Personal Judgement	Shows Good Judgement	Make the right decisions based on the evidence presented in a range of alternative options.
Working Partnership with Others	Good Working Relationships	Develop effective working relationships with others, including colleagues, clients and outside contacts.
Being Open and Communicating Well	Persuades and Influences	Are able, when necessary, to influence others' views positively.
	Negotiates Effectively	Work with others, dealing effectively with any obstacles to obtain the best outcome.
Valuing the People We Work with and their Diversity	Promotes Equal Opportunities	Treat people fairly and respond sensitively to differences.

Terms and Conditions

The remuneration package consists of the following:

Salary: Up to £28,000 per annum, actual starting salary will be determined by discussion with the successful candidate and will take into account a number of factors including current salary, relevant experience, and qualifications, etc.

Location: Milton Keynes head office based with some flexible home working as agreed.

Pension: The GMA's pension scheme is fully compliant with the current Auto Enrolment legislation and is operated by Royal London. Employees are eligible to join after completion of 3 months' service. The GMA contribution is initially 3% of gross salary per month, increasing to 7.5% of the gross salary after 6 months' satisfactory service. After completion of the initial 3 months' service Employee contributions are initially 5% per month which would be reviewed in line with Auto Enrolment legislation after 6 months' satisfactory service. At which point the employee may elect to make additional contributions, over and above Auto Enrolment levels. All employee contributions are deductible from their monthly net salary.

Annual Leave: 25 working days of annual leave per annum in addition to all public and bank holidays. Rising by 1 extra working day after every 4 complete years of service, up to a maximum of 30 working days annual leave. The holiday year is 1 April to 31 March. The GMA operates an annual shutdown during the period between Christmas and the new year with no deduction from employees' annual leave allowance.

Life Assurance Cover: The GMA has established a Group Life Assurance scheme for all employees who are both employed and resident in the UK. All staff aged between 16 and State Pension Age are automatically enrolled into the scheme. The scheme provides death-in-service cover of 4 times the employee's basic annual salary payable to the employee's nominated beneficiaries.

Employee Assistance Programme: The GMA offers all employees access to a confidential, 24/7 Employee Assistance Programme (EAP), delivered by Health Assured to help our employees deal with personal and professional problems that could be affecting their home life or work life, health, and general wellbeing.

Application and Recruitment Process

Closing date for application: 27 June 2024 5:00 pm

Indicative selection and interview dates: interview 03 and 05 July 2024

To apply you should submit your current CV/resume together with a cover letter to ghkconsultancy@gmail.com The cover letter should set out:

1. Why you believe you are a suitable candidate, your knowledge, skills and experience and how it meets the person specification. This should be no longer than 800 words.
2. The names of 2 referees, one of whom must be your current or last employer (NB No referees will be contacted without your expressed consent)
3. Details of your current salary and other emoluments.

For an informal discussion please contact **Gloria Lau** at ghkconsultancy@gmail.com in confidence.

Application pack can be downloaded from [Latest jobs | Grounds Management Association \(thegma.org.uk\)](https://www.thegma.org.uk)

Job Applicant Privacy Notice

Data controller: The Grounds Management Association (GMA), 28 Stratford Office Village, Walker Avenue, Wolverton Mill East, Milton Keynes MK12 5TW

Data protection officer: Alan Clarke, Director of Finance and Administration

As part of any recruitment process, GMA collects and processes personal data relating to job applicants. GMA is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does GMA collect?

GMA collects a range of information about you. This includes [list the appropriate points and expand on them as necessary]:

- your name, address and contact details, including email address and telephone number.
- details of your qualifications, skills, experience, and employment history.
- information about your current level of remuneration, including benefit entitlements.
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process.
- information about your entitlement to work in the UK.

The GMA may collect this information in a variety of ways. For example, data might be contained in application forms, CVs, or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The GMA may also collect personal data about you from third parties, such as references supplied by former employers. GMA will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR consultancy systems and on other IT systems including email.

Why does GMA process personal data?

GMA needs to process data to take steps at your request prior to entering into a contract with you. It may also need to process your data to enter into a contract with you.

In some cases, GMA needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

GMA has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows GMA to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. GMA may also need to process data from job applicants to respond to and defend against legal claims.

GMA may process information about whether or not applicants are disabled to make reasonable adjustments for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, GMA may keep your personal data on file in case there are future employment opportunities for which you may be suited. GMA will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR consultancy and recruitment team, interviewers involved in the

recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The GMA will not share your data with third parties unless your application for employment is successful and it makes you an offer of employment. GMA will then share your data with former employers or other referees to obtain references for you.

GMA will not transfer your data outside the European Economic Area.

How does GMA protect data?

GMA takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused, or disclosed, and is not accessed except by our employees in the proper performance of their duties. [Provide more detail of internal policies and controls, e.g., systems restrictions.]

For how long does GMA keep data?

If your application for employment is unsuccessful, GMA will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow GMA to keep your personal data on file, GMA will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period, your data is deleted or destroyed. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request.
- require GMA to change incorrect or incomplete data.
- require GMA to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- object to the processing of your data where GMA is relying on its legitimate interests as the legal ground for processing.
- If you would like to exercise any of these rights, please contact Alan Clarke AlanClarke@thegma.org.uk
- If you believe that GMA has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data GMA during the recruitment process. However, if you do not provide the information, GMA may not be able to process your application properly or at all.