**JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Title:** | Regional Engagement Manager |
| **Reports to:** | National Membership Manager |
| **Summary:** | Responsible for the achievement of the operations of a Region and acts as the representative of the company in that region – key roles are stakeholder relations and membership engagement.  |
| **Status:** | At least 2 days in the office per week. Some evening and weekend events.  |
| **Direct Reports:** | N/A |
| **Key responsibilities:** | **General*** Provide operational coordination locally to achieve consistent and effective member engagement
* Communicate and network with internal and external stakeholders in the region
* Strong ability to influence and negotiate with internal and external stakeholders
* Participate in internal teams, to deliver company strategy and projects
* Management of specific projects as directed from time to time by the National Membership Manager
* Answer incoming calls, taking messages and redirecting where required.
* Assisting with the collection of membership fees through the renewals process

**Advocacy*** Maintain up to date register of external stakeholders
* Create strategic relationships within the region
* Representation at stakeholder meetings (when required)
* Support Head of Policy in preparation of submissions and consultation participation where requested

**Regional Committee** * Develop, maintain and administer the Engagement Action Planconsistent with the direction and strategy of ACA (Australian Chiropractors Association)
* Ensure that an understanding of the regional challenges faced by ACA members are addressed by the Regional Committee
* Provide direction and administrative support to a Regional Committee and regional sub-committees, as well as assigned ACA Committees (where applicable)
* Convey any actionable matters from region and ACA committees to the National Membership Manager

**Engagement Activity*** Plan and provide membership activity, local engagement, and member campaigns for the region
* Maintain sound knowledge of ACA activities and services to enable exceptional customer service
* Higher Education Liaison - Engage with Tertiary institution Heads and student groups within region
* Engage with and support chiropractic students and new to practice members
* Ensures members understand the full scope of available ACA benefits, services, and resources
 |
| **KPIs: top five** | * **New member growth %**
* **New student recruitment %**
* **Retention rate %**
* **Student contact points**
* **Annual Cold call numbers** (reminder of member services, annual event, areas of improvement, brand campaign)
* Performance of all regions meet agreed expectations
* Operates within agreed budget
* Positive contribution to ACA culture
 |
| **Key skills and experience:** | * 5 years experience in a professional membership association or in a sophisticated customer service role
* Good leadership experience having had responsibility for people and financial budget
* Excellent presentation, communication and negotiation skills
* Innovative and a self-starter
* Strategic thinker
 |
| **Behaviours** | * **Respect**: Treat all who we work with or provide service to with the utmost respect.
* **Personable and professional**: Create a positive experience for our members and colleagues. Always be proactive, professional, and hospitable to all we service.
* **Leadership**: Exemplify respectful leadership by building trust and strong relationships, demonstrating thoughtful decision making and taking ownership and accountability for personal performance.
* **Teamwork**: Willingness to collaborate, adapt and assist in supporting others. Demonstrate ongoing commitment to contribute to a positive team culture.
* **Go over and above**: When necessary, be prepared to go over and above to ensure work is completed and your team receives adequate and timely support
 |

I have read, understand, and accept the job description as detailed.

Employee (please print name & sign): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager (please print name & sign): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_