IRISH HOSPITALITY INSTITUTE

Role Description:	**Membership Development Executive – Growth & Retention**		
Role Title:	Membership Development Executive **(Part time)**	**Reports to:**	**National Executive Officer Irish Hospitality Institute**

Background:

The Irish Hospitality Institute was founded in 1966 as the professional body for managers in the hotel, tourism and catering industries in Ireland, collectively known as the Hospitality Industry. It is a voluntary non-profit organisation with a focus on the professional interests and needs of managers in the Irish Tourism and Hospitality Industry.

Since its foundation, the Irish Hospitality Institute has promoted professional and management development through the organisation of seminars, conferences, networking opportunities and facilitation and promotion of various management development and training initiatives.

Job Overview:

The Membership Development Executive will be responsible for identifying, promoting and selling IHI Membership to Tourism and Hospitality Professionals nationally. He/she will be responsible for maximising membership recruitment through all relevant channels, including leveraging social media, IHI Members, Group organisations, HR Managers and interactions with individual prospective members. The ideal candidate should have an established and proven sales track record of success ideally within the Hospitality Industry. He/She will be comfortable utilising professional sales and marketing skills (both digital and traditional) to perform sales calls, generate qualified leads, execute marketing campaigns, and actively develop and participate in outbound sales activities and networking events to create top-of-mind brand awareness on behalf of the IHI.

Key Responsibilities and Accountabilities:

- Responsible for the research development and execution of IHI membership development strategy aligned to the overall business strategy of the Institute.
- Works closely with the NEO and Membership committee in supporting all process, programs and procedures relating to membership retention, prospective membership applications and new member on boarding.
- Conduct competitive marketing analysis for development and refinement of strategies for attracting new members to IHI.
- Meeting and reporting on the revenue and membership targets as set.
- Prepare proposals and secure business group membership accounts.
- Proactive sales calls to potential new members and Human Resource Managers.
- Maximise revenue opportunities within all current IHI member organisations.
- Conduct membership presentations as required.
- Develop a database of Human Resources Managers (Hotel) General Managers (Hotel) and new hotels within GDPR compliant framework.
- Follow up, measure, and execute all leads on CRM and submit weekly sales activity report NEO.
- Attend networking inside and outside the IHI to obtain leads and build relationships with potential members and existing Members.
- Implement and support all company initiatives and programs as requested by NEO and Membership committee.
- Interwork closely with the IHI Executive and Board to ensure that Membership recruitment is at top of everyone's mind.

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Qualifications:

Educated to college/university level preferable with at least 3-5 year's previous experience in hotel or tourism sector/ sales experience/ corporate sales.

Required Skills & Knowledge

- Demonstratable track record of success within a sales role within the hospitality industry.
- Strong commercial acumen.
- Strong organisational, time management and administration capabilities.
- Report and presentation writing at senior level.
- Excellent understanding of the tourism and hospitality sector in Ireland.
- Ability to work independently or as a team player.
- Excellent communication skills, both written and verbal.
- Excellent interpersonal skills with an ability to build effective relationships and proven track record in sales planning and delivering sales targets.
- Self-motivated, energetic positive can-do attitude.
- Monitoring and reviewing performance, membership retention.
- Financial awareness.
- Stay close to finance on debtor's control.
- Precision and attention to detail
- Proficiency with computer skills, Outlook, PowerPoint, Word and Excel.

Working Conditions:

- The Membership Development Executive represents the Members of the Irish Hospitality Institute. A positive image projected by this key staff member is essential. A neat and professional appearance must be maintained at all times, along with a respectful, open-minded demeanour to reflect the ethos of the IHI to Members, prospects Members and Business partners.
- Must have the ability to work evenings as required to attend networking events.
- Full clean driver's licence with your own transport is essential.
- This role is offer on a part time basis - 3 days per week or equivalent hours in the week (22. hours) across the 5 days initially on a six-month contract basis.
- Office hours 9.00 to 17.00
- Salary Pro Rata.