

## **BRITISH WOODWORKING FEDERATION JOB DESCRIPTION**

**JOB TITLE:** Membership Director and Wood Window Alliance Lead

**REPORTS TO:** CEO

**Location:** Field based, with regular UK travel

### **JOB DESCRIPTION**

#### **Overview**

This critical role is designed to act as a pivot point between BWF and the woodworking sector, proactively developing relationships, growing the membership and feeding back crucial information to help evolve our service and shape our policy work. The BWF Membership Director will also take responsibility for the successful management of the Wood Window Alliance programme.

#### **Membership**

- Managing an effective and member account management and retention process
- Increasing the uptake of members services, including additional paid-for ToolKit+ Services through targeted communications and effective engagement
- Leading the marketing and sales efforts to support new membership recruitment
- Management of the BWF Code of Conduct
- Associate Membership and Sponsorship Development

#### **Wood Window Alliance**

Responsibility for the Day to Day management of the Wood Window Alliance programme including:

- To work with the committee to set the strategy and establish appropriate working groups
- Select appropriate agencies to carry out the plan
- Manage the agency/agencies against targets, ensuring regular status updates to the Management Committee
- To manage the budget agreed with the BWF and the WWA committee.
- To organise, prepare presentation material for, present at, write and circulate the minutes for two Members' Meetings a year and three Committee meetings a year, attending the dinner the night before
- To participate in, drive, and deliver material as agreed with the relevant sub-committees

#### **Representation**

- Where appropriate representing the BWF/industry and deputising for the BWF CEO

#### **Committees & Meetings**

- Organising regional engagement meetings, using field-based knowledge gained with members to inform content, and driving attendance
- Aiding in the organisation of the BWF's Annual Conference (Members' Day) and Annual Dinner & Awards

### **Miscellaneous**

- Any other tasks which the Director considers falls appropriately within the role of the Membership Manager to ensure a reasonable and balanced workload.

## **PERSON SPECIFICATION**

### **Essential**

- A confident, enthusiastic, personable individual, highly motivated to provide excellent service, and who understands and accepts the responsibility of being the frontline representative of the BWF
- Ability to problem solve, think creatively and strategically, and scope solutions that would positively supplement the BWF service offering
- Good relationship building skills
- Exemplary marketing credentials
- Ability to develop and convert leads from cold
- Great telephone manner
- Proactive and able to work remotely
- Good oral and written communications skills
- A clean UK drivers' licence

### **Desirable**

- Demonstrable knowledge of a wide range of timber, joinery and woodworking products and the workings of the industry
- Direct experience of working in one or more of the BWF membership's activities or an associated construction industry background
- Previous sales experience
- Experience in providing technical advice to a wide range of queries
- Awareness and understanding trade associations or membership organisations, their role and their relationship to their members
- Good telephone manner
- IT skills (Word, Powerpoint, Excel, internet, database, professional social media).

## **REMUNERATION 2016**

<b><i>Salary:</i></b>	Dependant on experience
<b><i>Pension:</i></b>	Matched contribution to stakeholder pension, up to maximum 8.05% of salary
<b><i>Holiday:</i></b>	25 days per year, plus 8 statutory days
<b><i>Other:</i></b>	Season ticket loan
<b><i>Probationary period:</i></b>	3 months
<b><i>Notice Period:</i></b>	1 month during probationary period; 3 months thereafter

## **IM/CPA**

**July 2017**