



## Job Description for Relationship Manager

### **Job Purpose:**

The purpose of the role is to actively develop new business opportunities with businesses within the Bridgwater Chamber area and manage the needs of existing members to optimise retention. The suitable candidate will be required to build close relationships with members to understand their needs and provide appropriate business support in line with this. In addition the role will require management of key stakeholders of the Chamber to ensure that the interests of the Chamber and its members are fully represented. The job holder will also be responsible for the effective administration of the chamber and for managing regular networking events, the annual Sedgemoor Business Awards and Business Expo.

### **Job Responsibilities:**

Working under the direction of the Chamber Board identify, follow up, and grow the membership of Chamber businesses by using a range of business development skills and techniques.

Line management of administrative support (to include any applicable recruitment).

Utilising knowledge of market demand, sector trends and labour market intelligence to actively contribute to and formulate a sales and business development plan.

Proactively seek to develop an understanding of the business environment and the needs of members within the Chamber catchment area to enable meaningful conversations with key stakeholders.

Ensure that relationships with new and existing members are suitably managed and optimised to maintain membership in line with targets.

Work closely with the Board to develop marketing strategies, plans and collateral to support the overall sales plan & targets.

Actively seek grant funding opportunities to supplement core funding for the chamber together with funding for specific projects aligned to the objectives set by the board and identified by liaison with stakeholders.

Working with sub-committees of the Board, to manage the annual Sedgemoor Business Awards and Business Expo, ensuring that appropriate levels of sponsorship are achieved and that the events are a successful advert for both the Chamber and Sedgemoor businesses.

Manage all Chamber communications in a positive and professional way with a good understanding of various social media channels to optimise the Chamber profile. Manage the messaging via the Chamber's Twitter and Facebook to ensure that the Chamber is seen to be actively supporting the needs of its membership. Comments and responses should be made as appropriate and linked to the Chamber website when required. Social media analytics should be monitored and compiled for quarterly Board circulation.

Manage the Chamber database, including new applications and renewals with monitoring of membership fee payments. New and renewing members to be added to the website with their company biography and logo. New members should be provided with membership certificates.

Maintain the Chamber's website in liaison with Double Brace ensuring that both the Chamber and member's news items are uploaded and all web communication managed effectively with the membership information kept up to date.

Compile and circulate the Chamber's newsletter (monthly email digest and quarterly in print members magazine) with information on new members and forthcoming events, with additional updates as required.

Manage Chamber events and confirm speakers. Book selected venue and ensure appropriate refreshments. Check speaker's technical requirements and arrange with venue. Produce and circulate "flyer" for event and manage bookings.

Attend and support Board meetings circulating dates for future meetings. Take actions and ensure all Board members are in receipt within 7 days of the meeting.

Managing the finances of the Chamber and liaising with the accountant as appropriate.

**This role reports directly to the Board Executive Team.**

**Hours: 22 hours per week – must be flexible**

**Salary: £18,000-£20,000 depending on experience**