

JOB DESCRIPTION

Job Title	Account Executive
Department	Business Development/ Commercial
Salary Range	Starting salary of £18,000 (plus commission)
Reports to	Commercial Manager

Job Purpose:

The purpose of the role is to promote and sell membership, courses, events and qualification study packages. To engage potential members and members to the benefits the organisation has to offer them and to maximise our commercial income.

Main Duties and Responsibilities:

Membership

- A thorough knowledge of the Membership process and requirements for both individuals and companies
- Taking inbound queries from prospective members and guiding them through their application
- Identifying and tailoring needs of members and potential members
- Promoting member benefits and industry suppliers when speaking with members and potential members
- Advising how to complete the initial application online and passing relevant PPD documents to membership documents team when required.
- General inbound queries regarding membership including renewal, CPD requirements, additional qualifications and learning opportunities
- Signposting inbound calls to relevant departments
- Giving advice on latest legislative changes e.g. CMP, RoPA, Licencing and other member related requirements
- Calling lapsing members to engage with them and coax back into membership
- Navigating the company website to advise potential members where to find required information

Prospecting

- Calling members to gain extra places on events to ensure capacity is reached
- Calling members in targeted campaigns e.g. Members without qualifications, Secondary Memberships, RoPA updates, Inspire – not any more
- Following up on feed-back forms by calling members to offer advice and information
- Using all opportunities when talking to members and prospective members to promote membership, engagement with member benefits, training courses, events, Inspire, meetings, CPD

Qualification

- Knowledge of all the qualifications that we offer

- Taking inbound queries and guiding members and prospective members through the qualification process
- Administering Study Bundles
- Compiling qualification and membership proposals to bigger organisations
- Liaising with external stakeholders

Courses

- Compiling brand aware templates to advertise and sell specific courses as required by manager at targeted regions to ensure each reach capacity
- Knowledge of courses we host to advise members on suitable training for them depending on their experience and needs
- Selling in-house courses where appropriate
- Booking courses onto CRM system, sending out invoice and chasing invoice when necessary, making amendments to bookings and transferring payments or issuing refunds with attendant paperwork

Events

- Compiling brand aware templates for Regional and National conferences to advertise and sell places targeting both current members and staff who are non-members within branches
- Booking onto the CRM system, sending out invoice and chasing invoice when necessary
- Emailing targeted regions regarding regional meetings and workshops when required by manager
- Booking events onto CRM system, sending out invoice and chasing invoice when necessary, making amendments to bookings and transferring payments or issuing refunds with attendant paperwork
- Attending Conferences when required by manager to promote Propertymark products and services

Inspire

- Compiling invites to PPDs to join the Inspire programme
- Taking enquiries regarding the programme and finding suitable group
- Sending out invoice and confidentiality agreement and loading onto CRM system
- Updating Inspire spreadsheets and negotiating delegate areas
- Liaising with delegate until start of programme

Administration

- Keeping records of all courses and events sold, memberships, renewals and bundles acquired, on CRM and spreadsheets as required by manager
- Sending out invoices, chasing payment and dealing with refunds when necessary
- Exporting from CRM to spreadsheet and tailoring regions and members for marketing purposes
- Dealing with unsubscribes and updating records
- Liaising with other departments ensuring a seamless approach to our process
- Covering membership department inbound queries when they are busy

Key working relationships:

- Working with the Sales Team
- Liaising with other departments to ensure members receive the best service
- Liaising with external stakeholders including members, MOL and industry suppliers

Job Requirement / Skills

- Excellent communication skills
- Marketing experience
- Knowledge of the Property Industry and keeping up to date with legislation
- Knowledge of Microsoft office programs such as word and excel is essential
- Knowledge of Outlook is essential
- Teamwork and ability to work alone
- Proactive and ability to hit the ground running
- Excellent organisation skills are essential

Education / Experience:

- GCSE grade C or above for English, Mathematics and Science or equivalent
- Experience working as an administrator (minimum 2 years)
- Experience with customer service (minimum 2 years)