



JOB DESCRIPTION

Job title: Membership Account Manager
Reporting to: Head of Region
Salary: £23,000 - £25,000
Hours: 37.5 hours per week
Terms: Permanent, 25 days Holiday (exc. Bank Holidays), 5% pension contribution
Location: Office based with some travel to other sites and Membership locations
Manage: CFM Support Officer, Volunteers

Purpose of the post:

We are looking for someone dynamic and engaging, with excellent communication and relationship building skills, as well as a commitment to delivering a high quality service in line with our mission and core values. The focus of the role will be to provide the essential recruitment, back-office and support services to grow our membership base; local charities, groups, projects, schools, community enterprises, that use food as part of their service to client groups - called Community Food Members (CFM's). The role will also include some outreach work in recruiting CFMs. Working with The Head of Region (HoR), Business Development Manager (BDM), Communications Manager and Operations Team you will also seek to provide a consistent and outstanding Member experience that delivers and secures long term relationships and use of the FSSW service.

Duties & Responsibilities:

CFM recruitment

- Research new 'markets' and potential new members geographically, by food use, sector, or type of organisation and manage a database of potential contacts.
- Working with FareShare UK teams identify potential contacts (e.g. existing or lapsed users of the FareShare Go service) for contact.
- Support HoR in delivering recruitment campaigns and/or activities that will lead to enquiries and eventually new members, including:
 - Direct mail/email shots
 - Cold calling/visits
 - Pre-arranged visits, meetings or presentations
 - Events
 - Word of mouth/referrals
 - Sector/organisation specific activities - e.g. branches of national organisations (Salvation Army). Types of organisation (e.g. Churches).
- Carry out some outreach/recruitment activity as directed by the HoR.
- Follow up all enquiries that have come into FSSW via telephone, email, and website to establish potential membership (CFM and other FareShare programmes like FareShare Go).

- Document and report recruitment activity and progress of prospective members towards membership.

Membership support and management

- Receive and field all in-coming calls/emails/correspondence from existing CFMs, dealing with any issues and/or forwarding to the appropriate Department/person.
- Use the Charity's Customer Relationship Management (CRM) system to manage all engagement with members.
- Ensure that the Operations Team are kept informed of all developments (prospecting, targeted activity, new CFM's), including any request for a change to service.
- Ensure all problems/issues with a CFM's service are resolved with/by the Operations Team.
- Provide Account Management to all CFM's, but specifically to key types of CFM as allocated by the HoR - e.g., beneficiaries supported, large CFM's, Programme-funded CFM's.
- Deliver and/or co-ordinate Communications activity to the Membership base, covering:
 - Changes to service
 - Seasonal variations
 - Availability of additional surplus (gluts)
 - Food issues
- Manage the Delivery Schedule, completing minor changes - food profile, contact details, addresses etc.
- Manage the On-Boarding process, ensuring all new CFMs are on the system, that all paperwork is completed, receiving food deliveries, and are invoiced when confirmed.
- Manage Member cancellations, ensuring good exits, reporting to the HoR, and ensuring food service and financial arrangements are cancelled.
- Working with the HoR and Finance Manager/Team support the recovery of late/non-payments.
- Order writing - supporting/working with, or covering the CFM Support Officer, write orders for allocated Members/Routes

CFM retention, extension, and expansion

- Working with existing CFM's explore and develop new ways of increasing their use of surplus food and ensuring that all CFM's are aware of the opportunities to increase their access to surplus food.
 - Increased banding
 - Surplus/Surplus
 - Ad hoc gluts
 - Bulk/palletised service
 - Seasonal uplifts
- Build close relationships with CFM's and understand their plans/aspirations so that the increase in use of surplus food aligns with and enhances their own growth.
- Working with the HoR/Communications Manager, ensure all CFM's are kept informed of FSSW developments and feel part of the FSSW 'community'.
- Manage/oversee the process of renewing annual memberships including telephone contact, visits, changes to service/up-selling, annual report, and invoicing.
- Contribute to the development of the FSSW 'offer' (service proposition, pricing, 'product' proposition).

Communications

- Support the HoR, BDM and the Communications Manager with activities that will enhance the CFM experience and secure long-term membership, including:
 - CFM events, training days, meetings
 - Case Studies
 - Website and social media (related to CFM communications)
 - Newsletter
 - Co-funding fundraising activities
 - 'Customer' surveys
- Ensure that communications support is secured to impact CFM recruitment, including:
 - Press
 - Print material
 - Promotional materials
 - Website/social media activities
- Support internal communications about CFM activity/impact to keep staff and volunteers informed and motivated.
- Contribute towards FSSW developing a culture of excellence, ensuring that all engagement with CFM's is to a high standard and the CFM experience of every part of FSSW is outstanding.

Administration and Procedures:

- Responsible for the administration of new CFM membership applications and working with the HoR and Operations Team to ensure that all CFM's are 'on-boarded' effectively.
- Collate and report data covering key CFM engagement that may require changes e.g., Complaints
- Assist in the compiling of reports for FSSW communications and Programme funding.
- In line with FSSW's growth and in working with the Operations Team, develop systems and procedures to ensure the efficiency and smooth running of deliveries, collections and systems
- General office duties
- Take overall responsibility for health & safety within the area of your work
- Responsible for the welfare of staff and volunteers, including reviewing policies and risk assessments and ensuring correct procedures are adhered to, related to your work.

Person Specification

Criteria	Essential	Desirable	Evidence
Skills / Abilities	<ul style="list-style-type: none"> ▪ Good communication, interpersonal, and presentation skills ▪ Team player able to motivate and develop people through positive approaches, and experience of working with people who require support ▪ Good administrative, organizational, decision making, and planning ability ▪ Able to develop efficient procedures and systems and be flexible to change ▪ Initiative and energy, able to work independently and in teams. ▪ IT literate with a working knowledge of Microsoft Office applications 		CV/ Interview/ Presentation
Knowledge	<ul style="list-style-type: none"> ▪ Understanding of sales process, Marketing and communications 	<ul style="list-style-type: none"> ▪ Health & safety, basic food hygiene issues. ▪ Surplus food sector. 	Interview/ Presentation
Qualifications training and education	<ul style="list-style-type: none"> ▪ Good general education 	<ul style="list-style-type: none"> ▪ Higher level qualification (degree or equivalent) 	CV/ Certification
Experience	<ul style="list-style-type: none"> ▪ At least 2 years' experience of working in one or more of the following areas: Management, food distribution, voluntary sector, community engagement, sales, customer services, membership services, Account Management, or marketing ▪ Website management and social media ▪ Customer service/support 	<ul style="list-style-type: none"> ▪ Experience of community development ▪ Event Management 	CV/ Interview
Values and behaviours	<ul style="list-style-type: none"> ▪ A commitment to equal opportunities and safeguarding. ▪ An understanding of, and enthusiasm for, FareShare's mission and strategy. ▪ A commitment to continuous professional development. ▪ An empathy with volunteers and an understanding of their needs. ▪ Flexible and non-judgemental approach to people and work. ▪ Willingness and ability to travel in the UK. 		
Other requirements	<ul style="list-style-type: none"> ▪ Full UK driving license and access to transport 		