

Membership Manager

Division:	Executive		
Group:	Business Operations	Classification level:	Manager
Reporting structure:	Reporting to: Head of Operations Direct Reports: Nil External Relationships: Councillors, CEOs, and relevant staff at all 79 Victorian councils, associate memberships, and relevant stakeholders.		

Our Business

The VLGA is an independent membership-based organisation supporting councils and councillors in good governance.

The organisation is undergoing an exciting period of growth and is looking to significantly expand our current value offering to our current membership base and beyond.

Our Purpose

Our overriding value is to strengthen and support good governance in local government that will enable, promote, and facilitate trust and confidence in the sector.

We create value in the following ways.

- We marshal thought leadership for the sector across a wide variety of topics.
- We present high calibre panels of professionals, agency leaders and senior bureaucrats and Ministers in areas relevant to the sector.
- We facilitate highly relevant discussions on complex issues which are readily accessible to all.
- We are agile and adapt our service offering to meet the needs of our member organisations.
- We advocate and represent the position of local government to other levels of government.
- We are engaged (and sought after) as a peak body - the independent local government governance organisation - to participate in forums, think tanks, advisory committees convened by government, academic institutions, and other lead agencies.
- We provide resources, information, professional development, and education and undertake projects and events that support good governance and leadership.
- We deliver funded programs which meet the strategic priorities of the government of the day.
- We advocate for participation in local democracy that is inclusive and represents the diversity of the community and deliver programs that build the capacity of candidates and councillors.

Position Statement

The Membership Manager is responsible for the activation, retention and development of the VLGA membership.

As the key interface with existing and prospective members, you will build great relationships that see you become a trusted advisor to our members, understand their issues and advocate for solutions that deliver the best outcomes for them.

You will bring the knowledge that you build through professional relationship management to the business planning, operations and execution of activities that grow member satisfaction and engagement across our markets.

The VLGA team is a small but high performing team that consistently collaborates to deliver outstanding results for VLGA members and stakeholders.

Responsibilities

The key duties and tasks that the incumbent will be required to undertake are:

- Deliver membership growth and retention through the development and implementation of strategies to enhance member engagement and satisfaction
- Serve as first point of contact for existing and prospective members
- Lead the renewal process, working with the VLGA accountant to ensure terms are met
- Create and present membership value propositions through a variety of channels and activities, in collaboration with the Events, Programs & Content Development Lead
- Build deep and wide relationships across the VLGA's markets, with elected representatives, thought leaders and local government executives
- Expand and maintain membership data, providing regular reports to the CEO, identifying potential and "at risk" memberships
- Form appropriate partnerships and pilot initiatives to create value for members and new revenue streams for the organisation
- Guide strategic and business planning through the provision of reliable, contemporary advice on active and emerging issues across the membership landscape
- Ensure consistency of delivery, through continuous improvement of service offerings, guided by member feedback and adoption of best practice

Delegations, authority levels and decision making

The incumbent is responsible to the board, through the CEO, in terms of strategic direction. The incumbent is also responsible for supporting the Head of Operations in making and implementing decisions through instruments of delegation around membership matters.

It would be expected that the Membership Manager takes a lead role in certain settings, acting on behalf of the executive leadership, and providing ongoing advice on these matters to the CEO.

We encourage innovation that protects and promotes the quality of our brand in the market.

Qualifications

- Minimum 3 years' experience in a local government or local government-facing setting; and
- Tertiary qualification in Finance, Business, Public Administration, or other related disciplines

Key management skills

- Proven track record of building quality relationships and engagement across a range of stakeholders
- Exemplary communications skills, both written and verbal
- Commercially aware, with an ability to create and monitor viable activity and project budgets
- Problem solver who identifies issues and can bring forward appropriately evaluated solutions, including resources and qualified partners to deliver great outcomes for stakeholders
- Demonstrated self-starter who can inspire colleagues and be resilient in the face of challenges
- Seasoned project management experience, with identifiable ability to succeed across multiple projects at any one time
- Empathetic and authentic communicator who can relate to a diverse and complex audience

Key selection criteria

- **Productive Relationships:**
 - Ability to motivate, engage, develop, and manage people in a manner that promotes the VLGA's values.
 - Demonstrated integrity to build strategic partnerships and effective relationships with key stakeholders to engender goodwill, stakeholder trust and effective engagement.
 - A high standard of professional judgement and integrity and capacity to promote these in the organisation.
- **Communication and interpersonal skills:**
 - Politically astute with demonstrated highly developed written and verbal communication skills,
 - Competent in negotiation, conflict management and influencing to achieve sustainable and mutually beneficial solutions.
 - Demonstrated ability to prepare and clearly articulate high quality briefing papers and reports.
 - Ability to influence and involve people from different areas and disciplines to produce solutions and strategies that are supported by the VLGA and external stakeholders
 - Ability to negotiate with a diverse range of people including staff, external organisations, and government agencies.

➤ **Role specific criteria:**

- Demonstrated ability to deliver outcomes with a material impact for the VLGA and its stakeholders.
- Comprehensive knowledge of relevant Acts, Regulations and Governance environment
- Ability to organise programs and work priorities of self and others to achieve the objectives of the VLGA

Key result areas/job outcomes

➤ **Demonstrated understanding of:**

- Key stakeholders and issues in the context of local government
- Components of good governance, ethical leadership, and community engagement

➤ **Demonstrated ability to:**

- Analyse or systematically scan the operational and strategic environment
- Research, benchmark, analyse facts, and make credible and compelling recommendations
- Create systems and processes to ensure best practice membership operations
- Oversee cross-functional projects or initiatives relating to membership operations
- Bring together multiple stakeholders and help drive sound decisions
- Identify training needs across a range of good governance themes
- Prototype new and continuously improve existing training solutions that meet members' needs efficiently and effectively
- Contribute to preparation of training materials, delivery, and lead the feedback and review process with members to support continuous improvement

➤ **Directly support the CEO and Head of Operations through:**

- Assisting the setting of strategic priorities: Identifying areas where the VLGA might direct focus and identifying metrics for success
- Creating & updating dashboards for reviewing key membership performance indicators