

Job Description

Job Title	Partnership Development Coordinator	Grade	2
Department	Membership	Reports	0
Reports to	Head of Commercial Partnerships		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To drive retention and upgrades of corporate affiliates and to provide administrative support to the membership and business development team.

Dimensions & limits

This role is responsible for the retention and development of corporate affiliate relationships. This means responsibility for onboarding, invoicing, and engagement activity. This role also provides administrative support in terms of events, reporting and ad-hoc requests.

This is an excellent development role for a career path in account management and business development.

This role is primarily desk based (home/office) although there is a requirement to attend some external events, conferences, and meetings.

The role forms part of the membership and business development team with any budget approvals required from the Director of Membership and Business Development.

Key relationships

Internal

- Marketing, Finance, Service Innovation, Education and Lifelong Learning and other departments in APM.

External

- Corporate affiliates, members, and volunteers.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

General

- Deliver appropriate engagement activity to ensure retention, and identify opportunities for upgrades to corporate partner level
- Build knowledge and share information about APM products and services (eg qualifications, memberships, Chartered status) to reflect each account's aspirations
- Work with the business development team to coordinate business sector development activity, including planning for events, articles, on-line sector communities and communication
- Provide ad-hoc reporting upon request
- Act as the CRM champion and super user for the team
- Work closely with finance and service innovation to provide support with sending invoices and chasing payments for corporate affiliates
- Responsible for keeping corporate hub area up to date with events and resources
- Support the partnership and business development teams, through the co-ordination of forums, meetings, and events
- With the Events team, organise and help to deliver corporate affiliate events where required
- Organise and, on occasion, host corporate-exclusive webinars

Key performance measures

- Number of affiliates converted to partners. Corporate affiliate retention rate
- Identification and qualification of leads and prospects
- Timely replies to all enquiries
- Accurate and timely reports provided
- Attend monthly meetings and provide updates for team
- Timely payments and renewals, increase in affiliate retention
- Corporate hub area kept up to date
- Delivery of corporate webinars and corporate affiliates events as required

Person specification – Partnership Development Coordinator

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Maths and English GCSE 	<ul style="list-style-type: none"> • First degree in business or related subject or equivalent
Experience		<ul style="list-style-type: none"> • Experience in a customer-facing role in a sales environment • Experience in education, training, or a professional body • Previous CRM management experience • A proven track record in making outbound sales calls
Knowledge		<ul style="list-style-type: none"> • Knowledge of the business environment that APM operates in. • Knowledge of sales processes and pipeline management
Skills	<ul style="list-style-type: none"> • Advanced level in Excel, PowerPoint and Word. Able to produce graphs, pivot table and manipulate data in Excel • Strong analytical and numeracy skills • Experience of using Salesforce • High standard of written English 	<ul style="list-style-type: none"> • User level capability in web-based communications and database operations.
Behaviour / Competency	<ul style="list-style-type: none"> • Able to plan and organize own workload effectively • Good team worker, able to collaborate with a diverse range of colleagues and stakeholders • Innovative problem solver, able to take ownership within limits of authority • Must be able to build good working relationships, internally and externally 	