

JOB DESCRIPTION

1. JOB DETAILS

Job Holder Community Housing Cymru

Job Title Membership and Partnerships Administrator Line Manager Head of

Membership and Partnerships Directorate MEE

Location

2. JOB PURPOSE

- Provide exceptional customer service and administrative support.
- Act as the first point of contact for inquiries.
- Manage CRM data and ensure its accuracy.
- Assist with event planning and coordination.
- Create content for various purposes.
- Support corporate partnerships and help foster relationships.
- Contribute to strategic reports and assist with business planning.
- Ensure smooth operations and enhance member engagement.

3. REPORTING STRUCTURE

Snip, copy and paste from org chart in here.

4. DIMENSIONS

Stakeholder Relationship Building: Acts as the first point of contact for the organisation, playing a pivotal role in building and maintaining relationships with CHC members, commercial partners, and other key stakeholders.

Membership and Engagement Support: Supports the activities of the Membership and Engagement Team, ensuring smooth operations and collaboration across various organisational



functions.

Marketing and Promotional Activity: Assists with the marketing and promotion of CHC's services, including member offerings, conferences, and commercial partnerships, ensuring that all activities are effectively communicated to target audiences.

Varied Role Support: Provides support across a wide range of activities, adapting to the needs of different teams and stakeholders, and contributing to the success of CHC's diverse programmes.

5. MAIN ACCOUNTABILITIES OF THE POST

1. Customer Service & Member Support:

- Serve as the initial point of contact for CHC inquiries, via telephone and email correspondence
- Address and direct member requests to appropriate teams, maintaining a welcoming and customer-focused approach.
- Answer basic queries from membership, commercial partners, and other stakeholders. Assist members with the CHC website, Housing Hub and registration if required.
- Support the development of a frequently asked questions document and create standardised responses for regular queries.

2. CRM & Data Management:

- Maintain, update, and manage the CRM database, including member information, corporate partner data, and financial records.
- Handle queries, manage prospect and mailing lists.
- Undertake regular data cleansing activities to ensure that CHC's data is up to date and relevant.
- Collect and analyse engagement and feedback data to support organisational reports and strategies, including EDI (Equality, Diversity, and Inclusion).

3. Event Planning & Administration:

- Support the organisation of both virtual and in-person events, managing diaries, agendas, venues, and speaker arrangements.
- Provide logistical and administrative support for conferences across Wales, including registrations, setup, and marketing content creation.
- Collect post-event feedback to support continuous improvement and ensure this information is relevant and up to date.

4. Content Creation:

- Produce high-quality written and video content for the Housing Hub online portal, corporate communications, and event marketing.
- Proofread documents and arrange translations when required.

5. Corporate Partnership Support:

- Assist the Head of Membership and Partnerships in building and maintaining strong relationships with corporate partners.
- Coordinate communications, marketing materials, and events for corporate members.
- Collaborate across teams to ensure partner engagement in events, webinars, and training.

6. Reporting & Strategy:

- Support the preparation of monthly reports on member and partner engagement.
- Gather data-driven insights to support strategic decision-making and impact tracking.

7. General Support & Collaboration:

- Attend meetings and organisational events, maintaining relationships with external suppliers.
- Provide ICT support and assist colleagues as needed.
- Be flexible with working hours and locations to meet role demands.

8. Any other duties commensurate with this role

6. WORK CONTEXT

CHC

This role will work in a dynamic and collaborative team that puts our membership at the heart of our activity. At CHC we work in a way that ensures that we connect with our colleagues, our members and other stakeholders. This could mean working in an office, working from home or visiting members and stakeholders across Wales.

MEE Team

The Member and Engagement team offers a dynamic role, with members at its core. It fosters relationships with members, stakeholders, and commercial partners to benefit all parties. The team focuses on building connections and providing support through services, events, and partnerships. It collaborates across departments to ensure a seamless experience, guided by member feedback and industry trends. The role also generates additional income through partnerships and sponsorships, requiring strong communication and organisational skills to meet member needs and enhance engagement. The team is supportive and dedicated to lasting, high-quality interactions with members and partners.

Relationships

This role operates in a fast-paced environment, balancing customer service, administration, and content creation. Regular interaction with CHC members, corporate partners, and colleagues, both virtually and in person, is required, demanding a customer-focused approach and strong multitasking skills.

7. AUTONOMY AND DECISION-MAKING

The role will operate within established policies and procedures.

Decisions this role will make:

- Prioritise and manage member inquiries, deciding when to escalate or redirect to relevant teams.
- Independently update and maintain the CRM database, ensuring accuracy and timeliness.
- Determine logistical details for events (e.g., venue selection, scheduling, speaker coordination) within set guidelines.
- Decide on the creation and delivery of content (written and video) to align with organisational objectives.
- Assess and respond to member feedback and engagement data to support continuous improvement.
- Solve routine problems and manage competing priorities with minimal supervision.
- Make decisions on general administrative support and ICT assistance, adapting to evolving needs.

Decisions this role will refer:

- Major strategic decisions should be referred to the Head of Memberships and senior management.
- Changes to organisational policies, including data management, should be referred to senior management.
- Crisis communications or issues affecting reputation should be escalated to senior management.
- Long-term tech investments or CRM upgrades should involve IT and senior management.
- Significant changes to procedures should be referred to the senior management team.
- Collaborate with senior staff on strategic decisions related to corporate partnerships and reporting.

8. COMMUNICATIONS

External

CHC's work is most effective with strong, trusted relationships with key stakeholders, members, and colleagues. The role requires investing time in building these relationships, including face-to-face meetings, as a strong professional network is vital. Good working relationships with other stakeholders and third-party suppliers will also be established.

Internal

This role will build strong relationships across the whole organisation to understand different job roles and organisational priorities, with the view to maximizing opportunities for CHC to be successful.

Collaboration across the MEE team and with the Head of Communications will ensure alignment of all communications this role produces. Working with the Events Producer will ensure conferences are effectively marketed and meet financial targets.

9. MAIN AREAS OF DIFFICULTY

- Balancing member inquiries, event planning, and content creation under tight deadlines. • Handling a large number of member queries while ensuring accuracy and timely responses.
- Managing last-minute changes in venue, schedules, or speakers.
- Maintaining the accuracy and confidentiality of Salesforce CRM and financial data.
- Managing differing timelines and expectations across teams and partners demands. • Adapting to irregular hours or travel for events and meetings.
- Delivering high-quality content quickly while maintaining consistency.
- Providing ICT support and troubleshooting under time constraints.

10. KNOWLEDGE, SKILLS AND ATTRIBUTES REQUIRED FOR THE POST

Knowledge

- Familiarity with Salesforce or other CRM systems for data management and maintaining accurate records.
- Good ICT knowledge to provide support and troubleshoot technical issues related to events and communication tools.
- Ability to gather and analyse engagement data to inform reporting and strategic decision-making.

Skills

- Strong written and verbal communication skills for dealing with enquiries and supporting

content creation.

- Video creation and editing skills.
- Experience in coordinating logistics for virtual and in-person events, including venue selection and agenda management.
- Ability to manage multiple tasks and priorities, ensuring deadlines are met.
- Strong focus on accuracy in data entry, content creation, and event logistics.

Attributes

- Ability to provide exceptional support and build rapport with members, partners, and other stakeholders.
- Ability to work effectively with diverse teams and manage cross-departmental communication.
- Flexibility to adjust to changing priorities, schedules, and working conditions.

11. AGREEMENT

Job Holder's Signature Date Line Manager's:

Signature Date Title