

# Position Description

**JOB TITLE:** Business Development Officer – Membership

**RESPONSIBLE TO :** Membership Manager

**MAIN PURPOSE:** Sales role with the principal purpose to sell the benefits of AHA membership, along with servicing AHA hospitality members to drive their participation at AHA events and training courses.

## KEY RESULT AREAS

- Achieve set monthly and annual financial targets
- Develop and maintain a current non-member target list
- Drive member attendance at industry events and training courses

## RESPONSIBILITIES

- Selling of membership to pubs, bars and hospitality venues
- Identify and meet prospective non-member properties to promote and sell the benefits of AHA membership
- Reinforce and sell the benefits of utilising AHA
- Identify new membership benefits that can help drive membership sales
- Ensure membership information is current and accurate on the membership database
- Assist members with enquiries regarding the products and services of the AHA and AHA corporate members
- Assist with operational aspects of all AHA events
- Other duties as lawfully required by the CEO or Deputy CEO