

Position Description

JOB TITLE: Business Development Officer – Membership

RESPONSIBLE TO : Membership Manager

MAIN PURPOSE: Sales role with the principal purpose to sell and promote the benefits of AHA membership, recruit new members, build rapport. Maintain regular contact with members to assist and support as well as securing participation at AHA events and training courses.

(KEY RESULT AREAS)

- Recruit new members and achieve set monthly and annual financial targets
- Develop and maintain business development systems
- Drive member attendance at industry events and training courses

(RESPONSIBILITIES)

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