



JOB DESCRIPTION

JOB DETAILS			
Job Title:	Membership Relations Adviser	Location	Aberdeen with Regional Travel
Reporting Line:	Senior Membership Relations Adviser	Date:	April 2021
Team:	External Relations	Terms:	Full Time
Industry & Corporate Objectives			
<ul style="list-style-type: none"> • Supporting net-zero: encourage the reduction of industry's own emissions and assist the UK in reducing its total GHG emissions • Helping meet UK energy needs: facilitate the maximisation of indigenous resources • Developing people & skills: encourage a diverse and inclusive workforce with transferable skills operating in a collaborative culture • Driving technology & innovation: facilitate the uptake of technology and innovation to enable a competitive industry that delivers to its full potential within the energy transition • Growing the economy & exports: support a resilient, competitive and diverse supply chain • Leading HSE performance: enable and promote sector leading health, safety and environmental performance • Enhancing industry reputation: engage and inform with facts, evidence, professional insight and expertise • Be the leading industry voice: maintain a member-focussed, agile and efficient business which is a great place to work 			
Team Purpose and Objectives			
<ul style="list-style-type: none"> • To promote oil and gas as vital components of the energy mix and demonstrate the Total Value Add of the industry • To proactively manage the External Relations agenda on behalf of the organisation and its members, actively pursuing a positive profile and reputation for the industry and OGUK • To develop an effective brand management strategy ensuring all design, digital and editorial activities are optimised to deliver the strategy • To lead, develop and deliver: <ul style="list-style-type: none"> ○ the Membership Value Proposition, recruiting, retaining and engaging OGUK Members to generate ongoing revenue streams. ○ high quality events which enhance the organisation's reputation, messaging, and income. 			
Job Purpose			
<ul style="list-style-type: none"> • Develop existing and new member relationships to generate and maintain a sustainable revenue stream for the organisation. 			
Job Dimensions			
Budgetary Responsibility:	None		
Team Size:	3		
Key Stakeholders:	Members, senior membership relations adviser, external relations director and wider External Relations team, OGUK policy managers		
Key Accountabilities:			
<ul style="list-style-type: none"> • Work to objectives agreed with the Senior Membership Relations Adviser • Understand activities across the organisation and clearly articulate how they relate to different types of member companies. 			

- Support the strategic recruitment of new members, working with the membership team and other colleagues and meeting defined membership income targets.
 - Carry out membership mapping to identify recruitment opportunities, and conduct research into new member prospects.
 - Pursue and close recruitment leads.
 - Plan, design and present compelling membership proposals to companies, evaluating the success of the proposals.
 - Offer bespoke inductions for new members.
 - Utilise OGUK and external events to recruit new members.
- Lead the membership team's social media activity, including content creation, scheduling and targeted member content working with OGUK's digital & social media lead and senior membership relations adviser.
- Support the organisation's objective to showcase member news stories through our member e-newsletter, *Wireline* magazine, members only area and social media.
- Provide appropriate content with respect to membership matters for inclusion on the website, exhibition stands and social media.
- Attend relevant internal and external events and exhibitions to engage existing members and promote membership of OGUK
 - Man the stand at OGUK events and agreed external events.
 - Generate compelling recruitment strategy for member events for the team
 - Develop content to present on the OGUK stand and support the senior membership relations adviser and communications team to brief staff ahead of each event.
 - Coordinate the complimentary exhibiting opportunities at all OGUK business breakfasts.
- Support the senior membership relations adviser to create and develop compelling membership marketing material for the membership recruitment pack, returning member pack, and website.
- Work with the membership team to maintain accurate and up to date membership records, maintain membership action trackers, and membership engagement meetings.
- Work across OGUK to encourage a customer focused culture and an evolving value proposition which resonates across the membership.
 - Support the membership team on the account management process, staff training and support OGUK with key account engagements.
 - Manage and promote good practice in the use of the Connect system.
- Respond promptly to enquiries from existing or prospective members and relevant parties, providing accurate information in a timely fashion.
Manage shared responsibility of company inbox.

Knowledge, Skills, Experience: (includes technical skills, professional qualifications, & competencies)

- Quality and accuracy driven, with meticulous attention to detail and strong record keeping.
- Exceptional customer service skills, ability to understand a broad range of members, and driven to identify solutions for our customers.
- Relevant experience working within a professional membership body or similar organisation
- Skilled communicator, both verbally and written, confident public speaker.
- Able to compellingly present and sell organisational values, objectives and services to a wide range of senior people within both an informal and informal setting.
- Excellent Relationship Manager who influences and collaborates with peers and stakeholders to deliver mutual success.
- Able to think clearly, creatively and decisively.
- Flexible and collected under pressure and change of circumstances.
- Results-driven, equally comfortable and experienced at working strategically or operationally to drive continuous improvement and operational excellence.
- Sound business acumen with a practical, solutions-driven approach to industry challenges and member requirements.

- Flexible approach to work and able to work out of hours and to travel within the UK and occasionally overseas as required.
- Ability to work as part of a team but also take initiative and ownership of own work.
- Effective Change facilitator who thinks innovatively and acts decisively, adapting positively to challenges.
- Role model who demonstrates high standards of ethics and professionalism, aligned to Company Values.
- Understanding of the Oil and Gas industry, especially within the UKCS.
- Excellent knowledge of planning, administration, marketing skills and techniques.
- High degree of IT literacy, specifically in Connect/CRM systems and MS Office applications.