



# Good governance for a strong Aotearoa New Zealand

## POSITION DESCRIPTION | Membership Experience Manager HE KŌRERO MŌ TE TŪRANGA

<b>Reports To:</b>	GM Brand, Strategy and Engagement
<b>Location:</b>	Institute of Directors, Wellington
<b>No. of Direct Reports:</b>	Three: Membership Advisor x2, Membership Executive
<b>Job Dimension:</b>	Permanent, Full-time position

### About us | Mō mātou

The Institute of Directors is the professional body for directors and is at the heart of Aotearoa New Zealand's governance community. We support and enable directors and those in governance to add value to their organisations and wider communities and prepare them to positively transform the future.

Today, the IoD has more than 10,500 members who represent all aspects of the New Zealand director and governance community. We support directors to be at their best and to be able to access the tools, resources and knowledge they need to deliver best practice governance and help their companies and organisations succeed. We do this by providing services for boards, governance education, networking, access to news, perspectives and guides on governance and by advocating on behalf of good governance practices.

### Our values | Ā mātou uara

**Māiatanga | Courage** - We are bold and have the courage to do the right thing

**Manaakitanga | Support** – we are welcoming and show respect for each other

**Whakatautetanga | Individual** – we respect the value each individual brings

**Kaitiakiatanga | Stewardship** – we take responsibility of care

**He pukenga wai | Learners for Life** – We are learners for life and seek to share knowledge

### Position purpose | Te aronga o te tūranga

The Member Experience Manager supports the IoD's strategy by leading the Membership Team to provide outstanding support to our members and customers, and deliver an excellent member experience across a range of initiatives including new member onboarding; continuing professional development and the Chartered Membership Pathway; member impact and retention initiatives; personalisation, demographic and engagement reporting and insights; technology, and systems improvements.

The Member Experience Manager is a key leadership role in the Brand, Strategy and Engagement group working proactively, positively and collaboratively across the team and delivering outstanding support to the GM on a range of current and new member-focused initiatives and programmes. They play a key role in ensuring the IoD's Membership Committee has the information they need to advise and support the IoD on

how to build a stronger membership base, good standards and a positive member experience.

## Key Responsibilities | Ngā haepapa matua

### Member journey planning and implementation

- Contribute to the understanding of member journeys and to helping the organisation deliver excellent and relevant value and engagement to members
- Collaborate with the GM and Brand, Strategy and Engagement to help build a valued and personalised member journey and experience that is relevant, informed and builds ongoing connection with the IoD
- Implement the approved programme of work to achieve the IoD's strategic membership goals
- Manage activities that help reward membership and ensure strong member satisfaction taking steps to resolve any systemic issues and develop options to increase satisfaction and retention.
- Contribute to the Digital roadmap, as a key member of the super user working group that is responsible for enhancing the customer and member experience online, and internal systems

### Member research and insights

- Develop research requirements relating to membership initiatives to ensure that membership attitudes, perceptions and behaviours are well understood and used as input into service and product design, development and delivery
- Ensure that the IoD has a good awareness and understanding of member trends, concerns or reasons for choosing not to renew membership. Create improved or new services that enhance the member experience and member retention.
- Proactively look for trends that will be relevant to the organisation to improve services
- Understand and find solutions to any systemic issues that may be challenging for members or will affect satisfaction
- Recognise trends and early warning signs that may impact members – and ensure these are monitored, discussed and actioned where relevant.
- Be able to understand data, interpret the story it is telling and share that in accessible ways with the broader IoD team, where relevant

### Member communications

- Own and drive the service provided to members through all relevant channels ensuring high levels of member satisfaction, excellent member service and experience
- Oversee the integrity of the membership database and provide support and training to the Membership Team, so they are able to work effectively within and maintain the database with 100% accuracy and security.
- Be responsible for leading and overseeing all aspects of day-to-day member communications and being able to identify issues and know when to escalate them.

### Chartered Membership Pathway

- Ensure that members are well-informed regarding their requirements of the Chartered Membership pathway and ensure that timely, relevant and engaging communications are shared with members to improve their understanding and compliance.
- Ensure members are tracked effectively through the assessment and manage the process for reporting their results
- Work with the Registrar to develop supporting materials for the assessment; eg candidate and assessor

guidelines, and update as required

- Manage the administration of the assessment process and operation for the Chartered Member Assessment.

### Membership insights

- Develop, implement and monitor the effectiveness of operational systems and processes for membership programmes and ensure they are relevant to IoD's membership base eg Under 40s campaign, Whole Board membership and Future Directors.
- Play a key role as a manager in the Brand Strategy and Engagement group, sharing relevant membership statistics to help build performance and focus across the team.
- Prepare dashboards and reports/reporting as required for the GM, Membership Committee, Council and Board.
- Ensure that IoD's Membership Committee has the information needed to advise and support IoD on how to build a stronger membership base, ensure good standards and provide positive member experiences.

### People leadership

- Effectively manage the membership team to build on key strengths, maximise efficiency and ensure the team are aware of the member personas, business objectives and opportunities to contribute to building a strong member and customer base.
- Coordinate team activity to ensure unity of purpose and a cohesive effort to deliver IoD's strategic objectives and business plan
- Ensure the team participates in annual performance and development planning, and provide input into remuneration reviews for direct reports
- Be confident in influencing and networking effectively with peers, stakeholders, sponsors, members and relevant partner organisations to champion the IoD brand and guide them where relevant to understand and connect with IoD and its vision for governance
- Take a problem solving approach and have the ability to harness the value and input of your team to build innovative approaches to drive a strong marketing and member /customer centric approach

### General

- Contribute to a dynamic, high-performing and inclusive 'one IoD team' culture that is focused on outcomes, impact, effectiveness and delivering clear value for our members and customers
- Prioritise the health, safety and wellbeing of self and direct reports
- Work in a way that is aligned to and champions the IoD's values
- Undertake such other activities as are reasonably required to carry out the functions of the position.

### Key Relationships

Internal:	External
<ul style="list-style-type: none"><li>• CEO and Leadership team</li><li>• Information Systems Manager and IS Team</li><li>• Brand and Marketing Manager and team</li><li>• Strategic Communications Manager</li><li>• Branch Network Manager and Branch</li></ul>	<ul style="list-style-type: none"><li>• Members and customers</li><li>• Prospective members</li><li>• Service providers</li><li>• Suppliers</li></ul>

Internal:	External
Managers <ul style="list-style-type: none"> <li>Registrar</li> <li>Membership Committee</li> </ul>	

## Person Specification | Mōu ake

### Qualifications and experience

- A tertiary level qualification in a relevant field eg arts, communications or marketing, business services or equivalent experience.
- Experience in a role that is delivering and managing customer/member-based services
- A minimum of 3 years' experience leading a team in a customer service/support area
- Experience with database management/integrity, reporting and analytics; NetSuite or similar experience would be ideal.
- Membership or professional body experience and an understanding of professional standards would be helpful, but is not essential

### Knowledge and skills

- Confident communicator: adept at communicating across all channels, strong written and verbal communication skills, and the ability to communicate effectively in a range of situations including crisis/challenge
- Technical skills: strong capability working with systems, databases and technology with an eye for innovation and system improvements
- Data and analytics: the ability to effectively use data to drive strategic thinking, inform approaches and to see relevant patterns/trends emerging that will be relevant to the organisation. Be able to effectively interpret data to understand the story it is telling about our members and customers.
- Able to work independently, proactively and manage and prioritise own and the team's workload and the team deliver required results
- Effective, inclusive and motivating people leader
- Excellent planning, organising and workflow management skills
- Effective at contributing to strategic and operational goals and keeping the team focused, motivated and achieving strong results
- Able to interpret strategic goals for the organisation into operational plans for the membership team
- Naturally works collaboratively as part of a team able to work collaboratively as part of a team
- Able to problem solve and find solutions to issues
- Driven and motivated with a passion for excellence and high standards.

## Key Competencies | Ngā tohungatanga matua

Competency	Successful Behaviours and Outcomes:
<b>Leadership:</b>	<ul style="list-style-type: none"> <li>• Models exemplary management and leadership behaviours</li> <li>• Creates a sense of vision, engages and motivates people to</li> </ul>

Competency	Successful Behaviours and Outcomes:
	<p>participate and make things happen</p> <ul style="list-style-type: none"> <li>• Contributes beyond core functional areas to enhance the overall effectiveness of the IoD</li> <li>• Ensures consistency of alignment between teams and promotes solutions where there are legitimate differences.</li> </ul>
<b>Customer service</b>	<ul style="list-style-type: none"> <li>• Puts the customer/member at the centre of what they do</li> <li>• Ensures the customer/member experience is exceptional across all areas of the membership journey</li> <li>• Takes action in response to customer enquiries, requests or complaints and ensures resolution</li> <li>• Focuses on continuous improvement of quality service</li> <li>• Builds and maintains good long-term customer relationships and monitors customer satisfaction.</li> </ul>
<b>Teamwork/mahi tahi</b>	<ul style="list-style-type: none"> <li>• Contributes positively to building the IoD “one-team” culture</li> <li>• Inspires cooperation, collaboration and teamwork</li> <li>• Provides others with support when needed</li> </ul>
<b>Planning &amp; Organising</b>	<ul style="list-style-type: none"> <li>• Effectively plans and organises and prioritises own work and the workload for direct reports to meet agreed objectives</li> <li>• Demonstrates a strong eye for detail, while keeping overall goals at top of mind</li> <li>• Identifies and specifies the parameters of projects, prepares project plans, and monitors projects against objectives.</li> </ul>
<b>Communication:</b>	<ul style="list-style-type: none"> <li>• Demonstrates effective verbal communication skills for individual, group and public speaking situations, using a diplomatic and tactful manner</li> <li>• Communicates, verbally and in writing, with clarity, fluency, impact and conciseness</li> <li>• Utilises the most appropriate communication medium to deliver critical information at the right level for the target audience</li> <li>• Ensures that people are kept informed as needed and supplied with the information they need</li> </ul>
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>• Displays strong interpersonal skills and the ability to relate well to people at all levels</li> <li>• Proactively builds and maintains constructive working relationships with key internal and external stakeholders.</li> <li>• Effectively communicates both good and bad news as well as effectively managing upside and downside</li> <li>• Works alongside others, sharing information, ideas, insights and expertise to ensure positive outcomes.</li> </ul>
<b>Influencing:</b>	<ul style="list-style-type: none"> <li>• Takes every opportunity to promote the benefits and rationale of</li> </ul>

Competency	Successful Behaviours and Outcomes:
	<p>the IoD and the member benefits and value</p> <ul style="list-style-type: none"> <li>• Presents ideas and messages by using well thought arguments and defining benefits to other parties</li> <li>• Represents the IoD's point of view in public forums and influences favourable outcomes for the IoD.</li> </ul>
<b>Inclusivity, diversity and bi-culturalism</b>	<ul style="list-style-type: none"> <li>• Actively aware of how bias or exclusion might occur on a team and helps to facilitate a team environment where team members belong and feel safe.</li> <li>• Proactively finds ways of facilitating an inclusive team environment and assesses processes to protect against unconscious bias.</li> <li>• Promotes individual differences across own and other teams.</li> <li>• Demonstrates a commitment to own growth and development by increasing knowledge of Te Reo Māori me ona Tikanga.</li> <li>• Seek and identify opportunities for your own and your teams bi-cultural development internally, externally and through own networks.</li> <li>• Leading and championing opportunities to for your team to explore the Māori world view and support staff to bring their cultural selves to work.</li> <li>• Support the celebration of cultural events (i.e. Matariki, Te Wiki o Te Reo Māori).</li> </ul>

## Authority | Rangatiratanga

The Member Experience Manager has the authority to make decisions and carry out actions in all matters related to the responsibilities and deliverables of the position consistent with budget approvals.

## Amendments to the responsibilities | He whakahounga ki ngā haepapa

Responsibilities of this position are expected to change over time as the IoD responds to the changing environment and commercial demands and requirements. This position description will be updated as required to reflect these changes. The incumbent will need the flexibility to adapt and develop as the environment evolves.