



EAST AFRICAN BUSINESS COUNCIL

MEMBERSHIP DEVELOPMENT MANAGER

The EABC, the regional apex body for private sector associations and corporate members, was founded in 1997 and now has 157 members. EABC's mission is to represent and promote the interests of the EAC business community; provide value added services that create new business opportunities, enhance global competitiveness of EAC businesses, and actively influence government policies to improve the business environment.

EABC has positioned itself as a privileged policy dialogue partner and now aims to build on its achievements by recruiting a **MEMBERSHIP DEVELOPMENT MANAGER**

To be based at the EABC Offices in Arusha, Tanzania, the Membership Development Manager will have the following key responsibilities:

KEY RESPONSIBILITIES:

Reporting to the Executive Director, the **Membership Development Manager** will have the overall responsibility to develop and implement a comprehensive membership strategy aimed at membership recruitment and retention, complemented by membership services that add value and allow revenue generation to grow the Council for the benefit of all Members.

The Membership Manager will be responsible for 3 broad areas:

Lead in Membership Development:

1. Develop clear membership recruitment and retention strategies; complete with annual action plans.
2. Achieve specific annual revenue goals from membership
3. Annually grow the number of Members by a specific target per each membership category
4. Maintain a comprehensive and updated list of EABC Members, complete with all key contact persons and brief of the Member sector/s of operation.
5. Develop and maintain a database of all business associations in the EAC Region, including non EABC Members.
6. Carry out periodic membership categories' review

Lead in Membership Services:

7. Ensure continued mandate from Members and positive member experience through the creation and implementation of a successful membership services program
8. Working with relevant departments, manage Members inquiries, ensuring their issues are resolved in a timely manner; and communicate up-to-date Member Services knowledge.
9. Continuously review the existing benefits of Membership while ensuring that Members'

feedback is captured and considered as appropriate.

10. Work closely with relevant departments to develop members as active participants in programmatic initiatives, including PPDs, business forums/trade fairs and Conferences, among others.
11. Support the Policy and Advocacy department by working with members to identify issues for inclusion in regional advocacy agenda and input into position papers as need be.

Lead in Marketing:

12. Develop and implement a marketing strategy aimed at enhancing EABC visibility and corporate image to Members and stakeholders.
13. Working with the relevant departments, ensure a steady flow of relevant marketing material, including but not limited to the EA Business Directory, the quarterly magazine, the Business Guides, the electronic newsletter, among others
14. Develop, implement and manage member recognition programmes
15. Working closely with relevant departments, analyse membership campaigns and formulating future campaigns based on previous success and failures
16. Prepare and manage the membership department Workplan and budget
17. Perform any other duties relevant to the successful implementation of EABC programs that may be as assigned by the management.

REQUIRED COMPETENCIES & QUALIFICATIONS:

In order to perform the required tasks effectively, the candidate should have the following key competences:

Marketing, advocacy and networking: ability to inspire and motivate prospective members. You should be an energetic, creative, outgoing, person, with a 'can do' attitude; a persuasive negotiator, able to communicate EABC's value proposition to members and stakeholders.

Planning & Organization: including developing clear goals that are consistent with agreed organisational objectives; identifying priority activities and assignments; and is conscientious and efficient in meeting commitments, observing deadlines and achieving results.

Working with others - Able to establish and maintain effective working relationships with Members, other departments and EABC Stakeholders.

Communication - Excellent writing and speaking ability and strong interpersonal skills necessary.

Teamwork: - A team player, who works collaboratively with colleagues to achieve EABC's Objectives. Ability to work in a multicultural environment with diverse groups of stakeholders.

QUALIFICATIONS:

Academic and Professional background: - An degree in Marketing, Social Sciences, Business administration or any other any other relevant field is required..

Work Experience: - A minimum of three years progressive experience working with companies, either in Membership support, marketing, selling or advocacy is required. Knowledge of the EAC integration issues, the EABC and private sector priorities are a must. Experience working with Business Membership Organisations is a key asset.

IT Skills: - IT literate: Familiar with using the Microsoft Office, databases, spreadsheets, and web applications including email, e-marketing, s-surveys, e-discussion groups, etc

Languages: - English is the main EAC working language. Fluency in oral and written English is required. Knowledge of French and Kiswahili will be an added advantage.

Nationality: - This position is only open to nationals of EAC Partner States – Burundi, Kenya, Rwanda, Tanzania and Uganda.

HOW TO APPLY

Applicants should submit their application, clearing indicating how they meet the requirements of the position, plus a detailed CV, stating their current position, remuneration, email and telephone contacts and 3 references

Your application should be sent via email to recruitment@eabc-online.com; to reach EABC **by Friday, 27th January 2012**. Interviews for the position will be held on Thursday, 9th February 2012. Only shortlisted candidates will be contacted for interviews.

EABC is an equal opportunity employer. Recruitment is done on merit and with no regard to one's nationality, age, colour, gender, marital status, sexual orientation, disability or impairment, race or creed.