

## Position Description

Position title :	Manager, Membership
Division:	Membership and Development
Location:	National Office
Reports to:	General Manager, Membership & Development
Position type:	Full time
Approved by:	CEO
Date approved:	Jan 2020

### About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 26,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

- Professionalism, excellence, unity, community-mindedness and vision

### About the role

This role exists to deliver the APA's membership strategy in order to:

- Improve a sustained and professional relationship with our members
- Ensure we articulate a strong value proposition
- Demonstrate genuine engagement and personalized interactions with our members
- Stimulate a greater appeal to join and stay with the APA

It will require an astutely minded manager, where strategy can be translated into action through planning and operations to deliver on the membership strategy.

## Member engagement

- Drive the conversion strategy for students through to paid membership
- Implement an engagement strategy to underpin the conversion activities (via stakeholders)
- Lead a new member onboarding and engagement strategy across all career stages
- Contribute to the introduction of relevant value add products/services based on outputs of focus group research
- Own the implementation of a member milestone program
- Management and planning of the annual membership renewal campaign
- Management of the Member Insurance Program
- Oversight of Membership Fees/eligibility and onboarding process

## Member growth

- Plan and deliver agreed acquisition initiatives
- Identify appropriate customer segments for readmission initiatives
- Support our stakeholders who influence member growth
- Implement a Corporate Membership offer
- Monitor the pipeline to identify changes/trends that inform alternate strategies

## About you

- Demonstrated experience in a membership context
- Proficient in translating strategy against objectives
- Ability to interrogate customer data to build insights into membership transitions, behaviors, etc.
- Ability to translate concepts into action
- Strong project management, budgetary control, and stakeholder management
- Analytical thinker
- Agile approach to operational delivery of initiatives through relevant teams/stakeholders