

Team Leader – Member Acquisition

Reports to: Membership Manager
Direct reports: Three New Member Advisers
Based: CQI office, London
Contract: Permanent, 35 hours per week, Monday to Friday.

Key Responsibilities

The Team Leader is responsible for identifying prospects, nurturing leads and driving member acquisition to achieve the CQI's membership growth targets. A key part of this role also involves delivering excellent customer service to prospects and applicants, and effectively managing the day-to-day operations of the New Member Team.

Customer Service

- Working with the Membership Manager to implement the CQI and IRCA acquisition strategies
- Working with the Membership Manager to align CQI and IRCA membership processes
- Ensuring that the joining and applications processes are efficient and effective
- Handling customer queries and resolving any queries escalated from the team
- Ensuring all enquiries are handled within 24 hours
- Maintaining and continually developing a good knowledge of CQI and IRCA products

Support and outreach

- Working closely with the Marketing Team to ensure the effective promotion of CQI and IRCA membership
- Identifying and pursuing opportunities to engage with businesses and grow membership. Specifically, to increase the number of:
 - Organisations Employing Auditors (OEAs) that engage with the CQI
 - OEA auditors applying for IRCA membership
 - Professionals applying for membership within Corporate Partner companies
 - Target organisations with significant numbers of quality professionals
- Representing the CQI and speaking at external events (including evening and weekend working as required)
- Providing proactive support and guidance to prospects and applicants
- Maximising the conversion of applicants to paid applicants, and of offers to new subscriptions
- Owning the 'recommend a colleague' process

Team management

- Managing the day-to-day operations of the New Member Team
- Monitoring the team's performance against targets
- Line managing all New Member Advisers, including leave and sickness absence
- Under the guidance and support of the Membership Manager, managing the team's development through effective Professional Development Reviews (PDRs) and coaching methods
- Organising inductions and providing training to new staff within the team

- Providing feedback to the Membership Manager and escalating any perceived performance concerns or other management issues
- Leading by example, working as part of a results-oriented team and being a visible and motivating presence for the department as a whole

Other responsibilities

- Working collaboratively and effectively with colleagues across the organisation on cross-functional projects and business planning
- Working with the wider Membership Team and/or office staff to achieve the CQI's core strategic objectives
- Maintaining and continually developing a detailed understanding of ISO standards, CQI and IRCA criteria
- Undertaking testing of system and/or process developments as required
- Any other activities as directed by the Membership Manager, within reason

Key skills required

- Proven experience of managing a team and leading the delivery of key business functions and projects
- Proven experience of customer growth and/or member acquisition, and the ability to identify and pursue opportunities to increase CQI and IRCA membership, working to targets to achieve organisational goals
- Proven experience of customer services handling, management and staff training
- A 'can do' attitude and the ability to embrace opportunities and change
- Excellent presentation skills
- Excellent written and verbal communications skills with the ability to speak in a clear and compelling way, to give engaging presentations, and to write correct and concise English that is accessible to all audiences
- Strong organisational skills with attention to detail
- Reliability and punctuality with the ability to prioritise and work under pressure
- Ability to work on own initiative as well as part of a team, with a collaborative and inclusive approach to work
- Commitment to taking ownership and accountability of work and people
- Drive and desire to continually seek improvement and results and to ensure the highest standard
- Ability to think pragmatically and seek solutions within the parameters of processes
- Confident working knowledge of MS Office (Word, Outlook and Excel) and extensive experience of working with CRM databases

About the CQI

- The CQI is a chartered membership body for quality and auditing professionals. We own the International Register of Certificated Auditors (IRCA) – the world's largest professional register for management systems auditors – and certify 10,000 auditors in over 150 countries.
- As a registered charity, our overall purpose is to benefit society by promoting quality management in the private, public and not-for-profit sectors.
- We support organisations to build a culture of governance (having the right operational frameworks, policies, processes and plans), assurance (effectively implementing policies,

processes and plans) and improvement (evaluating and learning to work more effectively and efficiently).

- This helps to enhance reputation, increase profitability and create greater value for stakeholders.
- Find out more at www.quality.org