

New Member Advisor

Reports to: Team Leader - Member Acquisition
Direct reports: None
Based: Individual Membership, CQI office, Chancery Lane, London
Contract: Full-time, permanent (35 hours/week)

Key responsibilities

This role is responsible for bringing new members in to the CQI and new auditors in to IRCA.

This will involve creating and then developing a pipeline of new member and register enquiries, developing them from enquiries through to applications by proactively following-up marketing campaigns around the institute's membership offerings, both CQI and IRCA. There will also be an element of chasing up existing applicants by phone and email to maximise conversion rates through to fully paid-up members.

The New Member Advisor is also responsible for the delivery of excellent customer service, supporting potential members and registrants through their decision-making process, offering best advice according to their needs and assisting them through the application process. Tasks include:

- Responding to all assigned enquiries via email and telephone, using active listening and questioning techniques to uncover needs and offer best advice.
- Replying to potential member or registrant enquiries in a pro-active, helpful, timely, professional and polite manner, to achieve a successful outcome through converting them to paid-up membership.
- Logging all enquiries and opportunities on the CRM system
- Proactively following-up own enquiries at agreed intervals to maximize the conversion rate of enquiries to applications.
- Following up on warm leads from our marketing automation software with the aim to converting prospects into fully paid-up membership.
- Recognising opportunities for organisational growth, taking ownership or escalating these where appropriate.
- Supporting recruitment campaigns, taking direction from the Membership Manager, passing feedback to relevant colleagues as required.
- Following agreed processes and procedures; suggesting changes to support continuous improvement. Maintaining accurate and up to date records at all times on the CRM.
- Undertaking testing of the system and/or process developments where required.
- Working collaboratively with colleagues across the organisation on cross-team projects.
- Achieving and exceeding objectives and targets as agreed with the Membership Manager.
- Supporting colleagues within the Individual Membership Team as required.
- Taking ownership and leading on special projects as allocated from time to time by the Membership Manager.
- Any other activities as directed by the Team Leader - Member Acquisition, within reason.

Skills and behaviours

- Achievement oriented, likes to be recognised by peers
- Focused and driven and used to working to targets
- Used to working in a routine environment
- Ability to remain calm under pressure
- Organised, meticulous and used to planning ahead
- Strong empathy, active listening skills and perceptiveness
- Excellent communication skills, with the ability to speak clearly, professionally and engagingly on the telephone, and to write grammatically correct, simple, clear and professional emails in accordance with agreed style guides. Able to tailor communication strongly to the audience and their needs.
- Proactive and able to work on own initiative, as well as part of a team. Demonstrating a positive attitude and the ability to influence colleagues and members.
- Problem solving and open to change. Able to think outside the box and seek solutions using the resources available.
- Strong attention to detail, able to work accurately and effectively.
- Able to take personal responsibility for managing own workload, multi-tasking where required.
- **Sees the bigger picture** and able to apply it to decision making.
- Actively demonstrates all aspects of the **Behaviours for Success**.
- Able to understand and apply complex business knowledge in an easy to understand manner.

Qualifications and experience

- 5 GCSEs including English and Maths (or equivalent).
- Experience using a CRM/EMS database and other common IT systems e.g. Microsoft Word, Outlook.
- Customer services experience in a business context (ideally in a membership/sales environment).
- Exposure to/involvement in change.

Desirable

- Educated to A level (or equivalent).
- Telephone based soft sales experience.

Additional Information

- This is a full-time 35 hours/week position (Mon – Thurs 9am to 5pm, Fri 9am to 4pm) with some flexibility around these core hours.
- The role will be based in our office in Chancery Lane, London

Please send your CV and a brief cover letter explaining why you are interested in the role and how you meet the skills and experience required to membershipcareers@quality.org, or for more information please call our HR team on 0207 245 859.

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