

<b>Title of role:</b>	Manager Member Engagement	<b>Incumbent:</b>	
<b>Team:</b>	Operations	<b>Employment type:</b>	Full time, ongoing

**Organisational overview**

IPAA Victoria (IPAA) is the peak professional association for the public purpose sector including the Victorian Public Service, the Australian Public Service based in Victoria, local governments, universities and the not-for-profit sector. The public purpose sector has played, and will continue to play, a critical role in delivering for Victorian communities. IPAA Victoria supports this work by providing platforms for professionals and organisations to connect, network, collaborate, learn and problem solve.

IPAA Victoria employees engage with and work across the public purpose sector, building relationships with a diverse range of members and stakeholders to co-design programs, content pieces, and events that meet the needs of the sector.

We build capability through our market-leading professional development programs and events. We provide thought leadership through accessing our extensive network of experts and leading thinkers to explore current and complex issues being faced by the sector. We connect people through our communities of practice, leader networks, mentoring programs and other forums. We recognise and celebrate excellence across the sector through leadership and fellowship awards.

We pride ourselves on continuing to play a central role in supporting the public purpose sector in the important work that it delivers.

**Role Purpose**

The Manager Member Engagement is accountable for the key account relationship with Organisational members and Corporate partners. The role is responsible for member retention and optimising the use of member benefits across all membership levels through proactive engagement.

The role works closely with the Partnership Development Lead in ensuring events and related professional development content which is sponsored and/or hosted through IPAA’s Corporate partners is aligned with IPAA’s strategy and plans.

The Manager Member Engagement collaborates closely with the Executive Director (ED) Program Delivery and the Manager Marketing and Communications (M&C) to share insights into members and potential members. This cross functional group also identify opportunities to seek and retain sponsorship.

The role works closely with the Chief Executive Officer to develop and maintain relationships with the large and complex set of stakeholders comprising the IPAA Victoria Board and Advisory Committees, Communities of Practice and key external stakeholders including senior VPS and local government stakeholders.

**Reporting relationships**

<b>This role reports to</b>	Chief Operating Officer (COO)
<b>Roles / functions reporting to this role</b>	Membership Coordinator
<b>Leadership accountability</b>	Operating within approved budget Growing membership revenue and ensuring commercial viability

**Key working relationships / interactions**

Who	What/how
Program delivery team	<ul style="list-style-type: none"> <li>Strong collaborative approach in jointly managing key external stakeholder relationships to ensure member, Corporate partner and IPAA needs and expectations are aligned, and use of membership benefits is maximised</li> </ul>
Marketing & Communications team	<ul style="list-style-type: none"> <li>M&amp;C strategy, plans and activities consistently embedded throughout engagement with members and potential members, and Corporate partners</li> </ul>
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> <li>Ensure alignment of Organisational member and Corporate partner expectations with IPAA strategy</li> </ul>
Chief Operating Officer (COO)	<ul style="list-style-type: none"> <li>Scheduled and ad hoc quality member engagement and partner contribution analytics and reporting to support governance and decision making</li> </ul>
Organisational members	<ul style="list-style-type: none"> <li>Key account relationship to ensure Organisational member and IPAA needs and expectations are aligned</li> </ul>
Corporate Partners	<ul style="list-style-type: none"> <li>Key account relationship to ensure partner and IPAA needs and expectations are aligned</li> </ul>

## Responsibilities

Key Responsibilities	Accountability / Activity	Performance Indicator
<b>People leadership</b>	<ul style="list-style-type: none"> <li>• Provide role clarity to team members</li> <li>• Build a team culture where staff can thrive</li> <li>• Facilitate effective teamwork and enable collaboration</li> <li>• Model and coach behaviour aligned with IPAA values and the Code of conduct</li> <li>• Manage change and improvement effectively.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular coaching and feedback provided to individuals and team</li> <li>• Induction, feedback and review activities complete and timely</li> <li>• Regular team meetings held</li> <li>• High performing and engaged team.</li> </ul>
<b>Member engagement</b>	<ul style="list-style-type: none"> <li>• In consultation with the CEO, review and update the annual strategy and plan for membership retention</li> <li>• Conduct monthly, quarterly and/or annual meetings with Organisational members</li> <li>• Conduct member insight survey and synthesise feedback for Executive Leadership and Board</li> <li>• Monitor and report on risks and opportunities identified through formal and informal contact with members</li> <li>• Liaise with members and partners, attend events, conferences and promotions and present on IPAA services and offerings.</li> </ul>	<ul style="list-style-type: none"> <li>• Quality and effectiveness of member engagement</li> <li>• Credible and effective stakeholder relationships</li> <li>• Internal and external feedback.</li> </ul>
<b>Member retention</b>	<ul style="list-style-type: none"> <li>• Regularly review program participation and event attendance to share insights and identify risks to member retention and participation</li> <li>• Identify market channels to promote new and existing programs and events to members and partners</li> <li>• Collaborate on the M&amp;C strategy across professional development programs and events</li> <li>• Maintain and deliver the new member induction program</li> <li>• Lead the planning and management of the annual membership renewal cycle</li> <li>• Support and assist with flagship events as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible and contemporary membership value proposition</li> <li>• Growth in Organisational membership and membership revenue</li> <li>• Growth in Organisational member's employee participation in IPAA programs and events</li> <li>• Credible and effective stakeholder relationships</li> <li>• Internal and external feedback.</li> </ul>
<b>Partnership management and growth</b>	<ul style="list-style-type: none"> <li>• Establish and grow relationships with new and existing partner organisations</li> <li>• Regularly review partnership model to ensure ongoing mutual benefit and strengthened connections across the Victorian public purpose sector</li> <li>• Support partnership arrangements with existing members.</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in value of partnership arrangements and sponsorships</li> <li>• Alignment of programs and events with IPAA strategy and stakeholder expectations</li> <li>• Credible and effective stakeholder relationships.</li> </ul>
<b>Research and reporting</b>	<ul style="list-style-type: none"> <li>• Share skills and insights into membership analytics to improve retention and growth</li> <li>• Research opportunities to build membership and expand and/or change offerings for Organisational member value proposition</li> <li>• Maintain sophisticated mapping of key membership stakeholders and IPAA 'champions' as they move across member organisations</li> <li>• Conduct market analysis to develop, plan, schedule, monitor and report on the status of new and existing partner relationships.</li> </ul>	<ul style="list-style-type: none"> <li>• Quality and completeness of CRM data</li> <li>• Quality and completeness of engagement and growth reporting and insights</li> <li>• Member retention</li> <li>• Member participation in programs and events</li> <li>• Internal and external feedback.</li> </ul>

Key Responsibilities	Accountability / Activity	Performance Indicator
<b>Collaboration, teamwork and continuous improvement</b>	<ul style="list-style-type: none"> <li>Actively contribute to continuous quality improvements across IPAA</li> <li>Undertake any other reasonable tasks as directed by the COO and the CEO</li> <li>Ensure knowledge of all relevant IPAA policies, procedures, guidelines and work methods is actively maintained</li> <li>Complete all mandatory and scheduled training as requested.</li> </ul>	<ul style="list-style-type: none"> <li>Regular review of work processes and outcomes</li> <li>Quality and strength of collaborative relationships</li> <li>Compliance with relevant legislation, regulations, IPAA policies and operating standards</li> <li>Mandated and scheduled training and development up to date</li> <li>Internal and external customer feedback.</li> </ul>
<b>Workplace safety and wellbeing</b>	<p>As an employee:</p> <ul style="list-style-type: none"> <li>Take care of your own health, safety and wellbeing and that of any other person who may be affected by your actions or omissions in the workplace</li> <li>Understand responsibilities and accountabilities of yourself and others in accordance with safety legislation and IPAA policies</li> <li>Promote an open and active safety management and wellbeing culture</li> <li>Maintain a safe working environment within your area of responsibility.</li> </ul>	<ul style="list-style-type: none"> <li>IPAA values and behaviours modelled at all times</li> <li>Safe work practices role modelled at all times</li> <li>Active support and promotion of safety and wellbeing</li> <li>Incidents, accidents and hazards reported as soon as possible.</li> </ul>
	<p>As a leader:</p> <ul style="list-style-type: none"> <li>Provide coaching, feedback and training to ensure that all team members practically understand their obligations and responsibilities with workplace wellbeing and safety</li> <li>Conduct regular audits of the workplace, checking for hazards and opportunities for improvement</li> <li>Report and/or assist your colleagues to report accidents, injuries and near misses as soon as possible.</li> </ul>	<ul style="list-style-type: none"> <li>Incidents, accidents and hazards reviewed to minimise future risks</li> <li>Work methods modified as risks identified</li> <li>Safety audits completed and actioned.</li> </ul>

### Person specification *[selection criteria]*

#### Qualifications, certifications, professional registration, licences required for role:

- Tertiary degree in business, accounting, public policy or related discipline or substantial equivalent experience
- Post graduate studies completed in a related discipline, preferred

#### Knowledge and experience

- Substantial experience in successfully leading member engagement, retention and business development in a member-based association
- Proven experience in effective use of customer relationship (CRM) systems and data
- Proven experience in preparing business proposals
- Sound people leadership experience
- Experience and success in a senior role requiring substantial stakeholder management
- Demonstrated commercial acumen
- Demonstrated understanding of the broader public purpose sector.

#### Skills

- Highly developed interpersonal and consultative skills
- Strong skills in external stakeholder management
- Demonstrated project/program management capability
- Strong analytical thinking and problem-solving skills and ability to deliver innovative solutions
- Highly organised, and able to be flexible in managing competing priorities and deadlines
- Sophisticated written and oral communication skills
- Sound judgment, able to influence others and be seen as a credible source of advice
- Software proficiency including sound skills in Excel.

## Person specification *[selection criteria]*

### Personal qualities and attributes

- Driven by a genuine internal and external customer service ethos and able to inspire the same in others
- A team player, able to work in a collaborative way across the organisation and with willingness to reach in to support priority needs
- Commitment to personal learning, development and improvement in pursuit of own performance objectives and those of the team and organisation
- Commitment to IPAA's values with a working style that reflects these.

## Employment at IPAA

Prior to commencement of employment with IPAA Victoria, candidates must provide assurance and evidence of:

- Proof that they are an Australian citizen or permanent resident, or a New Zealand citizen, or hold a valid visa with permission to work in Australia
- Satisfactory National Police Check (NPC) and/or Working with Children check, as required for the role
- Qualifications, certifications, professional registration, and/or licences required for the role.

*The verification process will be completed during recruitment and prior to offer.*

All IPAA employees are required to work in accordance with legislation and regulations including but not limited to:

- Occupational Health and Safety Act 2004 (Victoria)
- Anti-Discrimination and Human Rights Legislation Amendment (Respect at Work) Act 2022 (Cth)
- Equal Opportunity Act 2010 (VIC) including prevention of bullying, discrimination, harassment and intimidation
- Fair Work Act (2009) and the National Employment Standards
- Relevant Awards
- IPAA Values, Code of Conduct and other IPAA policies and procedures which may be amended from time to time.

Other:

- Some out of hours work may be required
- Role may be required to work at various member/partner worksites for events and professional development program delivery.