

JOB DESCRIPTION – MECSC MEMBERSHIP EXECUTIVE

- As Membership Executive, your chief role is to lead the growth of the membership of the organization to +1,300 members by December 31, 2019. Work with the MECSC team in driving and achieving the increase of new memberships and membership renewals.
- New member prospects and database list to be researched, categorized, updated and developed.
- Work with the database from the Dubai Chamber of Commerce, Zawya and other database sources which the MECSC has access to for increasing the MECSC membership.
- Work with the team to streamline the membership process on-line via our MECSC website. Reducing the complicated steps for new members or renewing members online or manually is a key role for you.
- Call on the phone with an email follow up a minimum of five (5) current MECSC members daily. Our team and you have access to our existing list of members.
- Call on the phone and email follow up a minimum of five (5) non MECSC members daily. Working with the team you will have access to hundreds of membership candidates.
- Review and propose an enhancement strategy where necessary for member benefits. Your feedback from discussion with the members daily provides the information you will need to create the enhancement strategy.
- Update and keep current all MECSC email addresses, contacts database.
- Develop softcopy and hardcopy promotional materials as necessary targeting new prospects.
- Implement and carry out a direct telephone marketing campaign as outlined above.
- Review existing membership database and do a GAP research overview.
- Oversee the creation of a new and updated database list for new and existing members.
- Providing revenue opportunities for the MECSC organization through membership, sponsorship and driving advertising revenue is also a key role and a deliverable for you.
- Working with the MECSC team to successfully deliver our annual budget is a key deliverable.
- Ensure detailed accuracy in receiving and recording all aspects of the MECSC information.
- Support all education events at all times.