

JOB DESCRIPTION

Job Title:	BGA Membership and Account Manager
Reporting to:	Membership Director
Department:	Membership
Job Purpose Summary	<p>To help BGA achieve its mission to be the leading global movement for responsible management, positive impact and lifelong learning.</p> <p>To work with the membership team to deliver the best possible experience for business school and student & graduate members and create previously unexplored revenue channels.</p>
Key Responsibilities and Accountabilities:	<ul style="list-style-type: none"> • Implement BGA's international membership plan, supporting the development of new content, products and services used to recruit and retain members across BGA's business hubs: pre-study, BGA students and alumni, Deans, Programme Directors, Marketing Directors, Heads of Accreditation and Heads of Alumni Services • Enhance and ensure that the BGA proposition fulfils the BGA Charter and Vision • Drive professional student and graduate membership acquisition, in line with BGA's strategy • Build strong relationships with business school deans and staff to enable and facilitate engagement with BGA activities and membership benefits including upselling of validation and accreditation services • Engage with new schools to introduce BGA membership and account manage existing school relationships positioning BGA membership as a core element of their continuous improvement. • Plan and implement school visit schedule to ensure maximum school engagement, in a cost-effective and efficient manner • Present membership proposition to schools, staff, students and alumni, and at AMBA & BGA events • Help to build and negotiate a mutually beneficial proposition for new employers and students, to generate attractive benefits that promote BGA's global prestige and reputation • Develop membership revenue opportunities, including future membership tiers and pricing that overlay a basic professional member model • Responsibility for achievement of BGA Membership's commercial revenues from for example, sales of paid for membership benefits, attendance at paid member events plus other commercial activities in line with BGA's commercial strategy. Help to build and support new revenue streams • Plan cost effective budgets and ensure maximum membership and event value • Create leadership and career development opportunities for

	<p>BGA's membership events, that grows both revenue and community engagement</p> <ul style="list-style-type: none"> • Develop business relationships with BGA Schools to capture and create an active international network of membership hubs which are self-sustaining • Take BGA to the next stage of membership redevelopment, including the evaluation of a competitive proposition, ensuring that BGA is known as the industry market leader in student & graduate business networks • Take a lead in the implementation and promotion of new member benefits at a global and local level • Manage customer relationship delivery standards for BGA's audiences: business school members and students & graduate members • Plan and support BGA events and workshops with other team members to actively deliver on the membership benefits to business schools
<p>Qualifications, Skills and Experience:</p>	<ul style="list-style-type: none"> • Ideally a business-related degree • Highly commercial and entrepreneurial. The ability to spot new opportunities that will service greater reach and revenue streams • A passion for higher education • Proven consultative sales and strong relationship/ account management skills gained in a membership organisation ideally operating in a global context • A global perspective of the world of business, including Continental Europe, Asia and Latin America • A second language is advantageous • Willingness to undertake significant travel (national and international) • A natural networker, with the ability to establish and develop key customer relationships • Strong communication skills, both written and oral • Excellent delegation, organisational and administrative skills • Excellent organisational, time management and motivational skills • Good at building rapport and relationships • Experience in higher education is highly desirable
<p>Hours of Work:</p>	<p>35 hours per week, plus unsocial hours and global travel as required</p>
<p>Location:</p>	<p>3 Dorset Rise, London EC4Y 8EN</p>
<p>Salary:</p>	<p>Competitive, plus benefits</p>
<p>Date Prepared:</p>	<p>July 2024</p>

Please note that this job description does not form part of your employment contract. AMBA & BGA can modify your job duties or amend this job description at any time.



Please note, all applicants must be able to demonstrate their legal right to work in the UK, as we do not hold a sponsorship license.

To apply

Please send your CV and covering letter to recruitment@amba-bga.com.

Due to the volume of our applications, we will only reply to successful candidates. We would like to thank you for your interest in AMBA & BGA.