

## JOB DESCRIPTION

### Apprentice Regional Membership Retention Assistant

**PRIMARILY REPORTS TO:** Regional Secretary

**FUNCTIONAL DAY TO DAY REPORTS TO:** Coordinator of the Regional Membership Unit (RMU)

**UNITE SALARY GRADE:** Grade 4

**MAIN PURPOSE OF THE JOB:** To maintain and increase membership retention levels whilst providing excellent customer service and actively promoting the benefits of Unite Trade Union membership to current and prospective members.

### MAIN DUTIES & RESPONSIBILITIES

*This job description is not a complete listing of all duties but contains the key elements of the role.*

1. To retain and renew union members through the use of outbound telephone calls, ensuring members have full knowledge and clear understanding of membership benefits.
2. Deal supportively and tactfully with all members, including dealing with member complaints and enquiries providing a high level of customer service at all times.
3. To work to individual and team targets and ensure delivery of these on a weekly, monthly, quarterly and annual basis.
4. Ensuring accurate Stratum (membership database) membership profile maintenance and updates and documenting outcomes of member retention contact to improve Unite's member retention intelligence. This will necessarily include processing membership application forms ensuring members' records are accurate.
5. Close liaison with the region's finance department to ensure speedy accurate and efficient correction of membership arrears where appropriate.
6. Building knowledge and experience to identify new practices that could be introduced or suggest modifications to existing practices that could increase membership retention.
7. Regular reporting on membership retention figures to the RMU Supervisor, to ensure reports are accurate and all information is updated as appropriate.

## PERSON SPECIFICATION

### Apprentice Regional Membership Retention Assistant

In order to be shortlisted candidates should seek to demonstrate that they meet the criteria below. All candidates should seek to provide strong evidence in all sections.

	Essential	Desirable
<b>Attribute</b>	<ul style="list-style-type: none"> <li>A demonstrable commitment to a fully supported apprenticeship in Customer Services is of utmost importance. The training will be provided by an external provider, supported and coaching will be provided by the RMU supervisor.</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>Previous experience in sales or a related field.</li> <li>Experience of working to a high standard (accuracy and attention to detail) and within deadlines.</li> <li>Experience of maintaining paper based and electronic records, in line with data protection principles.</li> </ul>	<ul style="list-style-type: none"> <li>Strong candidates will have experience with customer service, cold calling, and meeting targets within a team.</li> <li>Working in a membership organisation.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Developed customer service techniques.</li> <li>Dealing with member objections during a call.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of trade unions and Unite membership benefits</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Effective and clear communication skills.</li> <li>Exceptional people skills with the ability to self-manage, and stay enthusiastic and motivated,</li> <li>To collaboratively work as part of a team; supporting others to jointly achieve goals and targets</li> <li>Accuracy and attention to detail.</li> <li>Competent knowledge and use of IT skills (particularly Microsoft Excel) and use of large membership databases</li> </ul>	<ul style="list-style-type: none"> <li>An understanding of and empathy with the issues faced by members.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Functional Skills in English &amp; Maths as a minimum</li> </ul>	
<b>Specific requirements</b>	<ul style="list-style-type: none"> <li>Able to work unsocial hours including some weekend working where required.</li> </ul>	



- Must not be undertaking any other further educational courses which would prevent you undertaking the apprenticeship.