

# **Member Relations Specialist**

Canadian Association of Defence and Security Industries (CADSI)

Ottawa, ON

## **Job description**

The Members Relations Specialist (MRS) is responsible for maintaining effective customer service for all internal and external CADSI relationships by utilizing excellent, in-depth knowledge of company products and programs as well as team members within the Customer Service Department

- To manage and continually improve Members Service experience for CADSI members and ensure the association remains a world class leader in Customer service at the premium end of the association industry.
- This position will report to the Member Service Manager
- The Member Relations Specialist is responsible for broad range customer relation duties in support of CADSI membership

### **Duties and Responsibilities**

- Member Relations
- Develops and coordinates annual membership and targeted campaigns
- Develops and coordinates plans for retention of existing members and growth of new members
- Manage and maintain a multifaceted prospect pipeline and verbalize the appropriate value proposition for each.
- Communicate full advantages of membership, services and programs to prospective members
- Provide a seamless transition for new members while working in tandem with membership implementation
- Providing feedback and suggested improvements to Customer Service Manager on related issues
- Prepares product or service reports by collecting and analyzing customer information
- Provide regular reports on membership development activities and quantifying results
- Develop membership promotional materials in coordination with key departments, including brochures, member kits, and membership cards
- Oversees member issues and ensure effective and long-term problem resolution
- Develops and implements procedures pertinent to the effective and efficient operation of the Customer Service Department
- Finds new ways to provide meaningful value for members
- Manage and oversee annual mentorship award
- Manage and oversee recognition of outstanding members
- Monitors programs and procedures to ensure on-time delivery and customer satisfaction
- Maintains in-depth working knowledge of CADSI's systems and processes

- Input new prospect information and maintain account information in organization's CRM system
- Recommends potential products or services to management by collecting customer information and analyzing customer needs.
- Works continually towards self-development to stay current on customer service practices
- Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
- Performs other related duties as assigned

### Education

- University graduate in business management, sales or an equivalent combination of education, training and experience, or a related field an asset.
- Minimum of five years' experience
- Experience in developing sales and customer service related team and programs.
- Knowledge of the defence and security industrial sector an asset.
- Effective management of budgets and schedules.
- Demonstrated desire for continuous learning and improvement

### Skills/Certification/Specialized Knowledge

- Bilingual essential (English/French)
- Research skills
- Effective written, verbal and listening communication skills
- Excellent project management and organizational skills, with the ability to manage time and multitask effectively.
- Must possess excellent writing skills and be an effective communicator among a diverse constituency.
- Database management and analysis
- Knowledge and training in CRM tools is an asset.