



# Isle of Man Chamber of Commerce

## **Membership & Engagement Lead**

**Hours:** Part time (tba)

**Reporting to:** Chief Executive

### **Overview**

The **Membership & Engagement Lead**

will take primary responsibility for:

- Retention and growth of Chamber membership
- Development and promotion of revenue opportunities
- Support for the Chief Executive
- Event coordination
- Marketing, communications, and digital engagement

The role requires a proactive and organised individual with strong technical skills, marketing expertise, and excellent interpersonal abilities.

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## **Key Responsibilities**

### **Membership Engagement & Retention**

- First point of contact for member enquiries, support, and promotion.
- Manage new member onboarding and welcome programme (inductions).
- Develop and implement a strategy to grow Chamber membership, ensuring it remains the leading business network on the Isle of Man.
- Maintain a database of target companies and develop a strategy to onboard them.
- Act as a liaison between Chamber members and external organisations.
- Confidently meet with company executives from businesses of all sizes.

### **Revenue Generation & Sponsorship**

- Assist in meeting or exceeding Chamber's annual revenue targets.
- Along with the Chief Executive, develop and execute a programme of revenue-generating events (e.g., networking sessions, workshops, forums, briefings, and trade visits).



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- Proactively source sponsors for events, ensuring they receive expected visibility and benefits.

### **Forum Liaison**

- Oversee **forum coordination**, ensuring:
  - Meetings are scheduled and added to the diary.
  - The boardroom is booked as needed.
  - Agendas and minutes are circulated in a timely manner (by the Lead).
  - Distribution lists are maintained.
  - Key forum updates are shared with members.
  - Notes are summarised for the CEO and Board.
  - A welcome pack is available for new members.

### **Events Management**

- Set up, coordinate, and promote events, ensuring smooth execution.
- Source and confirm venues for Chamber events.
- Secure event sponsorship, ensuring sponsors receive the agreed benefits.
- Develop and implement a social media plan for each event.

### **Marketing & Digital Communications**

- Manage Chamber's social media activity across platforms.
- Assist in the production of marketing communications (newsletter and weekly updates), social media content, and press releases.
- Oversee promotion of Chamber events, news and membership benefits

### **Glue Up System Management**

- Glue Up will be integral to the role—the candidate must be tech-savvy and comfortable using this platform for:
  - Membership management.
  - Event bookings.
  - Email campaigns.

### **CEO Support & General Administration**

- Book meeting rooms when required.
- Manage visitors to the Chamber office.
- Manage invoices and cash receipts where required.



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- Provide administrative support to the CEO as required.
  - Cover for the CEO in their absence.
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### **Skills & Experience Required**

#### **Essential**

- Strong marketing and communications skills.
- Experience in digital marketing and social media management.
- Excellent administrative and organisational skills.
- Comfortable with technology and willing to learn new systems. Training will be given.
- Ability to work independently and proactively.
- Confident in liaising with senior business executives, sponsors, and external stakeholders.
- Strong diplomacy and relationship management skills.
- Ability to work under pressure and meet deadlines.

#### **Desirable**

- Experience using CRM platforms.
- Background in event planning and management.
- Understanding of membership organisations and their dynamics.
- Basic financial administration skills, including managing invoices and cash receipts.
- Experience with email marketing tools and automation.
- Understanding of politics, business, and economic issues.