



Membership Specialist – Operations Department – Wind Energy Ireland

Job Type – Full-time, Three-Year Fixed Term Contract

Location – Flexible, some travel to Wind Energy Ireland office in Naas.

Salary – Competitive Package

Reporting to – Director of Operations

Closing date for applications: COB Friday August 9th 2024

Applications with a one-page cover letter should be emailed, with subject line “Membership Specialist” to: office@windenergyireland.com

Wind Energy Ireland:

Wind Energy Ireland (WEI) is Ireland’s leading renewable energy representative body with over 200 members involved in wind and renewable energy development in Ireland. We represent members with projects across the development spectrum - in operation, under construction, awaiting connection and along the whole supply chain. Our members are involved in over 95% of connected and planned onshore and offshore wind projects in Ireland.

Our primary purpose is to promote the use of wind energy in Ireland, coordinating the work of our members, pooling information and resources. We carry out and commission research to contribute to the development of Government policy on renewable energy and we work closely with statutory bodies and State agencies to support the growth of renewable energy and wind in particular.

Our vision is to lead Ireland to a zero-carbon electricity system by 2035.

The Candidate:

The successful candidate will be part of a small team focusing on membership recruitment, retention, upgrading and responsiveness. You will lead on membership mapping and identifying market trends to drive membership recruitment strategies and service provision.

You will enjoy initiating, building and maintaining effective relationships to engage and consult with current and potential members.

Role Description:

WEI requires a self-motivated, enthusiastic individual with a passion for business development to facilitate and assist in membership recruitment and retention activities.

Working closely with the Director of Operations, the wider WEI team and WEI members, the candidate will ensure current members are engaged across the organisation, lead on membership mapping exercises to identify opportunities for future members and engage with potential new members. The successful candidate will be the primary administrator of our membership database, will manage some membership communications (e-marketing etc.) and be a point of contact for staff and members on member-related queries. They will also manage and lead the development of WEI's customer relations platform which utilises Hubspot.

The role requires an ability to multitask, support the WEI team and demonstrate high-quality analysis, communication, data input and report generation skills.

Essential Duties:

Duties will be varied and will include but are not limited to:

- Develop a membership growth strategy focused both on member satisfaction and financial return.
- Conduct research to identify new opportunities and member needs.
- Host webinars to communicate membership benefits to new and potential members.
- Propose and implement membership development strategies to ensure a robust and engaged membership.
- Partner with other WEI teams (including Finance, Communications, Events, Green Tech Skillnet) to identify, plan and assist in delivering against targets.
- Work with external stakeholders to understand, analyse and document industry trends.
- Develop and maintain client relationships.
- Track, identify and add qualified prospects to membership recruitment pipeline.
- Drive the end-to-end membership recruitment process including Onboarding new members.
- Continuous improvement of membership offering and associated materials/promotion.
- Tracking engagement levels of members.
- Assist the Director of Operations with ongoing data capture, potential member analysis and membership touchpoints.
- Managing a shared inbox and addressing or escalating queries as appropriate.
- Ensure member enquiries are handled in a responsive and professional manner.
- Carry out regular maintenance of the CRM database. to enhance member communications.
- Assist with updating the website with members' details and event details.

Other Duties and Responsibilities:

- All employees are expected to be flexible and support activities outside their specific role where required.

- Attending conferences, meetings, and industry events

Knowledge/Skills/Experience

Essential:

- Marketing, business, sales or energy related third level qualification.
- Enthusiastic and high calibre candidate with a minimum 3+ years' experience in a membership or business development role.
- A service-minded and responsive approach with excellent communication, interpersonal and organisational skills.
- Ability to work well on own initiative and with a team, with a capability to prioritise and a commitment to see tasks through to completion within agreed deadlines.
- An advanced knowledge of MS office packages Word, PowerPoint & Excel, along with an aptitude for learning new systems.
- Advanced written and verbal communication skills, with strong attention to detail and the ability to produce clear, succinct reports and presentations that communicate complex ideas effectively.
- Experience with data administration on Hubspot or a comparable CRM system.
- Experience of working collaboratively with diverse teams and functions.
- Strong business development focus, with ability to introduce innovative ideas, solutions, or new ways of doing things.

- A strong work ethic and willingness to go the extra mile to provide great service, in line with WEI values and our commitment to members.
- Time management skills with ability to multi-task and prioritise key objectives on a daily basis.

Desirable:

- Previous experience working in a membership association.
- Knowledge of the Irish energy sector.
- A positive attitude towards the work, enthusiasm and willingness to work as part of a cross-functional team.
- Strong customer focus in line with WEI values and our commitment to members.

Work Environment and Benefits:

Wind Energy Ireland prides itself on being a good employer, creating a people focused company, developing teams, enhancing roles and supporting its people.

We are committed to a positive progressive culture that facilitates a great work environment.

- WEI's offices are based in Naas, Co. Kildare. We accommodate flexible working arrangements, and staff are required to be available to attend meetings and/or work from the office when needed (typically approx. 4 days per month).
- Staff are also required to be available to attend WEI conferences and policy forums (typically 4-5 events annually).

Wind Energy Ireland currently provides the following non-salary benefits:

- WEI offers 23 annual leave days and 4 company days.
- WEI operates a healthcare scheme whereby employees can avail of a healthcare package, provided by VHI.
- WEI operates a pension scheme with employer contributions.
- WEI facilitate and have systems in place to allow for hybrid working and support flexible working.
- WEI has supportive maternity & paternity schemes in place.
- WEI have an Employee Assistance Programme available for each staff member.
- WEI operates a competitive sick pay scheme.
- WEI supplies a phone and laptop, along with home office equipment.
- WEI pays mileage at standard civil service rates.