



Job title	Analyst, Membership Executive FTC
Reporting To	Principal, Head of Member Relations
Level	Analyst

About UK Finance

UK Finance is a trade association representing nearly 300 of the leading firms providing finance, banking, markets and payments-related services in or from the UK. UK Finance has been created by combining most of the activities of the Asset Based Finance Association, the British Bankers' Association, the Council of Mortgage Lenders, Financial Fraud Action UK, Payments UK and the UK Cards Association.

Our members are large and small, national and regional, domestic and international, corporate and mutual, retail and wholesale, physical and virtual, banks and non-banks. Our members' customers are individuals, corporates, charities, clubs, associations and government bodies, based in the UK and overseas, served domestically and cross-border. These customers access a wide range of financial and advisory products and services, essential to their day-to-day activities, from our members. The interests of our members' customers are at the heart of our work.

UK Finance is the UK representative on a number of international trade associations including the European Banking Federation, the European Cards Payments Association, the European Payments Council and the International Banking Federation.

Job Purpose

To support the membership team in identifying and articulating the value of membership to internal and external stakeholders including a focus on record-keeping, and relationship tracking.

Key Responsibilities

- To retain a portfolio of the existing membership by working with internal stakeholders to articulate the value of membership externally.
- To track and record member activity including involvement in policy, training and event engagement in order to keep a 'helicopter view' of each member's interaction.
- To create and maintain engagement plans to meet team objectives.
- To identify and articulate opportunities for members according to 'type' across the wider team encapsulating the 'how to' of broader engagement.
- Manage member inbox in a timely manner fielding queries to the wider team where appropriate.
- Work with key internal stakeholders, to establish a CRM approach which facilitates reporting/tracking in order to maximise engagement across the existing base.
- To flag additional opportunities for upselling/attracting new members where appropriate.
- To be an advocate for membership relationship approach and provide support for Relationship Managers across the business.



- Represent and champion the membership voice in internal discussions.

Skills and Competencies

- Capable of interacting with members and articulating the membership value proposition.
- An interest in financial services and the UK Finance brand and product.
- Production of engagement reports lists and collateral to support work of team and organisation.
- Ability to liaise with a breadth of internal stakeholders across functions.
- Microsoft Office competency (Excel, PowerPoint and Outlook).
- Excellent verbal and written communication skills.

Qualifications

- A degree or other equivalent, relevant qualification or experience.

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