

## Position Description

Position Title:	Administration Co-ordinator
Business Unit/Support Unit:	Victoria Division
Employee:	
Reports to	Senior Member Engagement Coordinator, VIC
Location	Victoria
Last updated:	August 2021

### 1. Role Objective

To be the lead administrator in all aspects of the membership growth, retention and service functions in the Victoria. This includes new member recruitment, processing of applications, scheduling appointments and meetings, delivering superior service to potential and existing members, converting enquiries into membership and helping manage membership retention activities. This is an integral role in support of the member growth. Member Engagement and Continuing Professional development activities in the office. It also involves overall promotion of the IPA within the market place.

In addition to providing administrative support to the Victorian senior engagement staff, this role works closely with the Member Growth Executive, Continuing Professional Development coordinator and other Head Office staff in their work, as well as all other member engagement colleagues. Typical of some of these daily interactions would involve knowledge sharing discussions around methods of identifying new growth opportunities, marketing initiatives, service concerns or addressing member needs or issues to improve the member experience. General assistance to other staff and understudying them in their primary roles are important contributions to the effective operation of this role.

### 2. Key Accountabilities

#### 2.1 General Administration Support

- First point of contact with all stakeholders on the telephone
- Attend to and re-direct as appropriate all general telephone and face-to-face enquiries
- Assist in general enquiries, administrative duties and member service activities to ensure the best customer service for all stakeholders
- Assist with office asset register
- Maintain supplies of office stationery, membership promotional material and other collateral

- Raise orders to purchase office requisites and other supplies of goods and services.
- Actively participate and report on work in progress at the weekly divisional team meetings
- Participate in training when required
- Ownership of external training/meeting room bookings, coordinate details with clients, set up room as required, source catering (if required) and organising billing etc
- Assist in assembly of the Institute's banners and other marketing collateral to be taken to off-site events
- Post outgoing mails, maintain office and amenities area in a tidy manner
- Aid in the smooth running of the office-ensure the office is kept tidy, kitchen is cleaned and office is presentable
- Other tasks as requested by the Senior Member Engagement Co-ordinator

## **2.2 Member Growth-Administration**

- In conjunction with the Member Growth executive (MGE), assist with handling of member enquiries
- Enter data from member applications into the MMS and create electronic folders for all new members with 24 hours of receipt
- Collate and post member "Welcome packs and Membership Certificates" within 24/48 hours when required
- Regular reviews content of "member welcome packs" to ensure all content is relevant and compelling
- Maintain member digital filing for the division
- Provide accurate advice to members and non-members on services, study options and advancements
- Actively promote the IPA brand and benefits to prospective and members in the most professional manner possible.
- Follow up applicants/members for additional information and documentation as required, e.g. academic transcripts, resumes, references, Statutory Declaration, Professional indemnity Insurance, etc
- Process membership payments where required
- Maintain currency and accuracy of information in MMS (data base). Accurately record all member and prospective member activity in the MMS;
- Process PPCs, advancements, leave of absence, retired platinum once approved in the MMS
- Assist with follow up call to new members-at least twice in 6 months after joining. Collect relevant information
- Provide accurate advice to members and non-members on services, study options and advancements.

## **2.3 Member Engagement & Services**

- **Retention**
  - Assist in member retention activities
  - Accepting & processing payments
  - Setting up payments plans for payments by instalments/active extension
  - Informing members alternatives to resignation-payment by instalments, hardship discounts, leave of absence, joint membership, Retired and Retired Platinum



- Changing membership status in the MMS
- Processing resignations (with approval from Manager)
- **Member Engagement Events**
  - Assist with venue coordination
  - Assist in planning of member engagement events (new member and social events)
  - Manage manual registrations
  - Manage attendee special requirements (dietaries, accommodation, parking and hardcopy notes)
- **Discussion Group**
  - Manage discussion group communication with our convenors by sending email invitations to members and managing the website content as needed
  - Manage email lists
  - Coordinate targeted campaigns to maximise IPA attendance
  - Assistance to DG Convenors and attendance at some Discussion Group meetings if required e.g. CBD Discussion Group
- **Training Room Hire**
  - Ownership of external training/meeting room booking, coordinates details with clients, set up rooms as required, clean up after the event and source catering (if required) and organising billing

## **2.4 Continuing Professional Development**

- Assist with CPD and Congress registration and other administration tasks;
- Assist with various campaign/event calls in order to generate revenue.
- Assist with event registrations and processing payments
- Collate all event feedback forms within 48 hours of events running
- Complete practicalities of event management such as processing of event registrations, catering, room set-up, pack down, greeting attendees, compiling notes and evaluation forms and manage all housekeeping aspects of events being held
- Cross promote and sell CPD events and other member services where appropriate

## **2.5 Financial**

- Issue tax invoices and maintain debtor control
- Process invoices in SAP Concur

## **2.6 AAT Administration Support**

- Support the AAT Member Advisory Committee
- Support general administrative functions as required
- Other AAT duties/activities as requested

## **2.7 Workplace Health & Safety**

- Familiarise themselves on policies and take responsibility for their own health and safety;
- Carry out their duties in a manner which does not adversely affect their own health and safety or that of others;
- Co-operate with measures introduced in the interests of workplace health and safety;

- Participate in necessary training to comply with Workplace Health and Safety rules and regulations;
- Actively contribute to the weekly team meeting where workplace health & safety is a standard agenda item and at other times to proactively suggest better ways of safely working and immediately reporting workplace dangers and hazards to the appropriate person and Site Manager;
- Completes and submits an Incident report when incidents or near misses occur.

### **3. Relationships**

#### **3.1 Internal Stakeholders**

- Member Engagement Manager VIC
- Divisional Team in Victoria
- Interstate membership staff;
- Head Office Marketing;
- All staff of the Member Growth, Marketing and Events Business Unit
- All other internal staff.

#### **3.2 External Stakeholders**

- Members;
- Prospective members;
- Students (domestic and international);
- Academics or TAFE/UNI representatives;
- Industry contacts;
- Members of the public.

### **4. Competencies**

#### **4.1 Qualifications and experience**

- Sales or marketing experience or aptitude;
- Excellent written and oral communication skills (face-to-face and telephone);
- Strong project management skills;
- Strong computer literacy and the ability to input and utilise the Member Management System (MMS).

#### ***Desirable***

- Relevant work experience and /or tertiary qualifications (or substantial progress towards) in business, marketing, communication or sales would be looked on favourably.

#### **4.2 Required Competencies**

- High attention to detail with strong proofreading skills;
- A proactive “can do” attitude;
- Ability to manage processes and tools;
- Understanding membership organisations;
- Demonstrated planning and analytical skills;
- Ability to develop new relationships with stakeholders;
- High motivation and works well in both a team and autonomous environment;



- Ability to manage priority in a fast paced environment;
- Excellent interpersonal skills and willingness to be a contributor to a winning team;
- Be a team player;
- Ability to deal with customer enquiries by phone or face-to-face;
- Ability to work outside of office hours as needed and travel;
- Ability to multi-task and work within tight timelines.
- Ability to work outside business hours (if required)
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## **5. Context**

### **5.1 Role of IPA**

The IPA has a passion for small business. We constantly challenge ourselves to ensure we are delivering the best service possible to our members while maintaining our small business focus. As such, we have articulated our reason for being as:

***To improve the quality of life of small business.***

We recognise the vital contribution that small business makes to the economy globally. As trusted advisers, IPA members play a pivotal role in the lives of their small business clients and are in an ideal position to support the productivity, growth and prosperity of small business; thus making a genuine economic contribution. Advocating for the small business and SME sectors is at the core of what we do.

For this reason we have established our vision as:

***For every small business to have one of our members by their side***

### **5.2 IPA Brand**

The IPA has long been an advocate of small business. Our purpose for being is to improve the quality of life for small business. This of course is a natural fit with more than 75% of our members servicing small business or being small businesses in their own right.

Our brand aligns with our vision and core focus on small business and we are “Making small business count”.

### **5.3 IPA Values**

- We respect our membership
- We respect and foster flexibility
- We respect and foster innovation
- We respect each other
- We respect that we're ALL on the same team

### **5.4 Objectives of the Membership Engagement Business Unit**



**The objectives of this Business Unit are to develop and implement national and local plans and programs for the on-going and seamless engagement of the IPA towards its members and ensuring the IPA is delivering member services that meet the on-going requirements of existing members in all stages of the membership lifecycle, and ensure retention of the existing member base. The Business Unit particularly focuses on forging strong relationships with all members and seek opportunities to broaden the membership offering to members, in collaboration with all other Business Units. Specifically:**

- To develop and promote a national member engagement strategy delivered locally; and
- To achieve and exceed retention targets through effective delivery of State member engagement and retention plans, and
- Manage the administrative function of the Business Unit.

Signed  
incumbent.....Date.....

Signed  
Manager.....Date.....  
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