*The MMF was founded and exists to educate, inform and represent its members and to provide all and any tools to further their businesses.*

Membership Secretary -Music Managers Forum – Job Description

Reporting to General Manager

General

To promote recognition, respect and understanding of the role of the music manager including a fair and rewarding employment environment.

To attend weekly team and other meetings and events as required to input upon all matters concerning the MMF.

To use your experience to aid decision making at the MMF.

Overseeing Grassroots membership

**Membership Recruitment & Retention**

* General targeting through Mailshots which are followed up through 1-2-1 emails and phone calls
* Conversion of inactive members into active members
* On-going communications and development of relationships
* Answering regular phone calls from members. Demonstrate wide knowledge on services MMF offers and how to answer specific questions
* Development of a new CRM system which communicates with website, payment gateway, MailChimp, social media and existing databases
* Collating membership information, partner information, wider US & world database development
* Knowledge of other helpful bodies and the music industry as a whole
* Create resources
* Membership emails: new payments, renewals, cancellations, reminders
* Responsible for weekly circular to membership including creation of content, sourcing content, design and coding, development of a discount directory, reporting, testing
* Collecting and taking action on feedback

**Mentoring, tribes & work experience**

* Mentoring database
* Pairing members with relevant mentors
* Supervising first contact between members, introductions
* Tribe documents & graphic design

**Social media management**

* Creating content, scheduling, writing copy, creating news articles, capturing leads from social media,
* Growth of Twitter, Facebook, Instagram platforms
* Graphic design/branding across all platforms
* Event promotion through integrations and social campaigns through ads, marketing and analytics

**Event planning & production**

* Collating guest-lists, creating invites, liaising with speakers and attendees,
* Booking venues, paying deposits, signing contracts, managing budgets
* Arranging layout, booking transport & tickets, ordering catering & drinks,
* Front-of-house: guest-listing, bartending, reporting, collecting new leads
* Reporting, creation of booking systems, liaising with other trade bodies, online promotion including promo code reporting/promo for trade
* Maintaining the current programme of events including the Monthly Manager Meetups
* **Education/training event organisation including: l**iaising with providers and speakers, Knowledge and experience of disabilities, access, equality, Collecting feedback, testimonials, Presentation & handout creation, Development of booking system
* **Support with FAC/Artist & Manager Awards including:** website development/maintenance, event production, graphic design, social media

**Graphic Design & Website**

* Development of online presence
* Design posters for Socials, Education, Training, Open Meeting events
* Creation of presentations, handouts and member resources
* Photo editing including sizing images for web, newsletters and web pages
* Sourcing images and editing to suit different pages
* Good knowledge of HTML, CSS, CMS, FTP, API and especially SEO
* Build widgets and extensions
* Build automations to collect information across website & databases to feed back and forth from CRM
* Build on members area, resource pages, widgets
* Reporting on web traffic, visitors & behaviors
* Update website & plugins
* Weekly backups, maintaining system, securing data, spam control
* Payment gateway administration including: managing subscriptions and recurring billing, use of trial periods, coupons and conversions, payments, invoices, refunds, dealing with registration issues, company memberships

**Campaigns**

* Promotion of MMF campaigns & partner campaigns such as *Dissecting the Digital Dollar* & *Mental Health for Managers* through email, phone & social media

**Administration**

* Organization of office space, ordering supplies, posting, phone calls, voicemail
* Booking accommodation, transport
* Maintenance of a global calendar
* Collating contacts and managing important information, minute taking, reporting on sales & membership updates