



POSITION PROFILE:

November 2007

Job Title

Marketing, Membership and Events Manager

Position Purpose and Profile

The Green Building Council of South Africa (GBCSA) is looking for a Marketing, Membership & Events Manager to oversee the process of developing and managing the membership base as well as to manage the Marketing & Events function for the exciting new organisation. Green building (energy-efficient, resource-efficient and environmentally responsible building) is a rapidly growing global trend and GBC's worldwide are at the forefront of promoting this. The GBCSA is a recently established non-profit organisation backed by SAPOA and some of the biggest names in the property industry. A high level Board, dynamic management team and close ties with the World GBC and the GBC of Australia are enabling us to fast track the process.

The main functions of the GBCSA will be to:

1. Promote and raise awareness of green building,
2. Make knowledge and resources available to assist those that want to implement green building,
3. Provide green building education, and
4. Establish a green building rating system for South Africa

The GBCSA will be a membership-based organization which will derive its revenue from membership fees, sponsorships, events, training courses, and green building assessments.

Initially the GBCSA will consist of a small core team of:

- CEO – to oversee GBCSA operations,
- PA – to assist all senior management,
- Technical Manager – to develop and manage the Rating Tool, Knowledge Hub and related activities,
- Marketing, Membership & Events Manager – to manage the communication with the public, membership base and other stakeholders and coordinate events, and
- Administration Manager – to manage membership administration, queries and basic bookkeeping function.

It is anticipated that this team will grow fairly quickly as the GBCSA gathers momentum. However, a great deal of council work will be carried out by volunteer committees/ working groups or paid consultants, where necessary. There GBCSA team will need to manage and coordinate these committees/working groups and consultants.

The Marketing, Membership & Events Manager is a high level position requiring a dynamic, skilled individual who will be a key member of the team. The Marketing, Membership & Events Manager will play a leading role as the council holds its public launch, embarks on a membership drive and sets up a website and e-newsletter communications. Other important

elements of the role will be coordinating networking functions and the annual GBCSA conference.

This is an opportunity to take up a high profile position in a dynamic organisation at the forefront of global property trends and at the forefront of the battle against climate change.

Reports to

CEO

Principal Duties and Responsibilities

Membership

In conjunction with the Marketing, Membership & Events Committee, compile and implement a membership strategy to attract and retain members, by:

- Planning a membership drive to achieve quarterly new membership and renewals targets
- Ensure membership invoices and renewal letters are issued and followed up
- Ensure member applications and payments are processed
- Ensure membership information packs are issued and updated
- Cultivate membership leads
- Expand and update membership contacts on the database
- Develop the membership database into an efficient and effective CRM system
- Manage the liaison with members on all issues relating to their membership
- Track membership growth and diversity

Marketing & PR

- In conjunction with the Marketing Committee, develop, implement and monitor a marketing strategy to promote the GBCSA to the public, its members and other stakeholders
- In conjunction with the management team and Marketing Committee, finalise the content, layout and design of the website and ensure it is kept up to date
- Manage the compilation of the monthly e-newsletter and contribute to the content thereof
- Manage the production of any required marketing or advertising material, including print, electronic or direct mail
- Manage the communication with any advertising agencies, designers, website consultants and other promotional agencies on ongoing campaigns
- In conjunction with PR consultants, ensure regular press releases are compiled and sent out
- Manage the performance of any PR consultants in line with service level agreements

Events

- Coordinate the GBCSA launch event
- Oversee and attend GBCSA networking functions
- In conjunction with the Technical Manager, coordinate and market educational training courses and other events
- In conjunction with events organizers, manage the planning and execution of the annual GBCSA conference

Sponsorship

- In conjunction with the management team and relevant committees, develop a sponsorship plan
- Secure sponsors for GBCSA activities and events
- Manage relationships with sponsors and sponsorship agreements

Other

- Develop and manage Membership, Marketing and Events budgets
- Representing the GBCSA at public forums
- Preparation of updates or reports for the GBCSA Board, Management Team or for publication
- Contributing to GBCSA's management team activities from general office duties to management team meetings

Performance Indicators

- Number of members, membership growth
- Membership satisfaction surveys
- Quality and content of website and e-newsletters
- Relevant press coverage achieved
- Attendance numbers at GBCSA events
- Feedback and satisfaction surveys after events

Knowledge, Skills and Abilities Required

- Excellent marketer and events manager
- Financially literate and able to manage the budgeting process
- Strong customer relationship experience and focus
- Highly proficient in Microsoft Excel, Word and Powerpoint
- Good presentation skills
- Excellent written, communication and interpersonal skills
- Exceptional organizational skills and attention to detail
- Skills in running task-focused groups such as committees
- Ability to work as a key member of a small team
- Management skills to develop and manage a small team
- Good time management and ability to multi-task
- Dynamic and adaptable to change
- A passion for the green agenda

Minimum Job Qualifications Required

- Tertiary qualification in Marketing or similar
- Tertiary qualification in environmental science, sustainable development or similar
- Minimum of 3 years Marketing or Events Management experience, preferably in the property industry or sustainable development

To apply, please send a cover letter and CV to Nicola Douglas at the Green Building Council of South Africa at nicola.douglas@gbcsa.org.za.