

Business Development Administrator

Full-time £26,000 a year

About the GCVA:

The Gift Card & Voucher Association (GCVA) is a vibrant trade association and membership body which represents the £7bn+ gift card, voucher and stored value sector, a fast growing and exciting sector. The association represents the key players in the industry and promotes best practice for the benefit of gift card issuers, services and consumers. The GCVA's role is to protect and promote the gift card sector: keeping members up-to-date with trends, issues, challenges and opportunities; advocating on key legislation and regulation; creating opportunities for business development; commissioning relevant research; collaborating with stakeholders; delivering networking & events; and promoting the high-quality businesses that join GCVA. We are a small team of 5 (soon to be 6 with this role) who work hard on behalf of our members.

We are looking to recruit a talented Business Development and Communications Assistant. The role will report to the Head of Business Development and Engagement, but will also work closely with the full team supporting each member in delivering their area of the business: Operations, Membership, Events, and Communications & Marketing. This is a great opportunity for someone starting their career, with an interest in growing their skills, knowledge and expertise, learning about trade and membership bodies, and exploring the different roles in the organisation. The team work in a highly collaborative way, supporting each other, and constantly growing and developing each other and the organisation. If this sounds like the right environment for you, we'd love to hear from you.

Working Environment:

The team work flexibly, with core hours being 10am-4pm, when the majority of meetings take place. The post-holder will be expected to be in the office in central Hastings once a week, on a Tuesday, and the team regularly attend the office Tuesdays and Thursday. Monday, Wednesday, and Friday the team work from home. Some work outside of regularly hours will be required for education trips (ie to visit members) and for our three major events in March, September, and November, as well as any additional events added to the roster.

Job Description:

The job will be a support role across all areas of GCVA business – working with all 5 team members on different administrative, marketing and business development tasks.

Membership:

- Supporting the team working on membership through maintaining quality prospect list in our CRM, scheduling meetings with potential and current members, and working on membership documents and pitches as needed
- Undertaking research into new sectors and industries which would deliver potential members, and pulling these into quality prospect lists

Sponsorship & Partnership:

- Working directly to the Head of Business Development & Engagement and Managing Director on all administrative tasks related to sponsorship and partnership, for example:
 - Doing background research and preparing briefings about stakeholders
 - Drafting new versions of agreements
 - Tracking all delivery requirements in sponsorship and partnership agreements
 - Maintaining CRM lists for both partners and sponsors

Content

- Supporting the Business Development team in developing quality content for communications, events and projects. Examples include:
 - Tracking speakers for events
 - Writing briefings ahead of external meetings with stakeholders (policymakers, think tanks etc)
 - Developing written work for campaigns or PR
 - Keeping up to date with content from other organisations in the sector
 - Supporting on campaigns, lobbying and advocacy

Events

- Providing support for the events programme, for example:
 - Creating and maintaining events website pages
 - Tracking ticketing, bookings and operational requirements for in person events
 - Creating and tracking bookings for online events, as well as technical delivery of these events
 - Any other events tasks as required

Communications & Marketing:

- Supporting the Comms and Branding Executive with tasks such as, but not limited to:
 - Monitoring GCVAs social media accounts
 - Preparing first drafts of social posts and marketing emails
 - Supporting on branding and design
- Support tasks for the management of ‘Giftbetter’ our ‘Business to Consumer’ communications channel – for example

- Managing the Giftbetter inbox
- Reaching out to brands to organise participation, imagery and prizes
- Drafting copy
- Collating post campaign stats and contacting winners

Website & CRM Management:

- Support on management of externally facing website and internal membership community online
 - Working with external web developer to undertake design changes
 - Updating content and imagery
 - Supporting on website content ie blogs, forums, posts
 - Monitoring members forums/discussions
- Support on management of CRM system
 - Managing lists of prospects, members, stakeholders, speakers etc as appropriate
 - Supporting team on organisation of CRM as appropriate

Help and support on other areas as required throughout the business

Skills Required:

- Interested in understanding and learning more about trade associations and membership organisations
- Able to produce quality written work
- Excellent attention to detail, in written work, interpersonal engagements and projects
- Ability to think strategically about how the post-holders work integrates with the rest of the team and how it will benefit and support the Association
- Excellent communication skills with the ability to understand what other members of the team need from them at any point
- Ability to manage and prioritise workload successfully, and communicate with team members if projects or deliverables need support

Even if you don't feel you meet all the requirements, please apply anyway, we are looking for someone who is interested and passionate about growing their skills, knowledge and expertise along with the business and the team.

Please send your CV and a one page covering letter detailing how your skills, knowledge and experience match the job requirements to GCVA Operations Manager on *info@gcva.co.uk*