

POSITION DESCRIPTION

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Job Title:	State Representative
Job Type:	Part-time [0.6 FTE]
Department/Location:	Membership
Manager/Supervisor:	National Membership Manager
ROLE OVERVIEW	
<p>Reporting to the National Membership Manager, the State Representative is responsible for driving sustainable membership growth and retention within their state, supported by the national FBA team.</p> <p>The role focuses on business development, including building and converting a pipeline of prospective members across family businesses and advisors, while maintaining strong relationships with existing members.</p> <p>The State Representative promotes FBA programs, events and opportunities, and delivers high-quality local engagement activities that support member value and commercial outcomes. The role also contributes to the development and management of state-based partnerships.</p>	
KEY DUTIES/RESPONSIBILITIES	
<p>Membership Growth and Retention</p> <ul style="list-style-type: none"> • Achieve new member acquisition targets and retention rates as set by management • Build and maintain strong relationships with members and key stakeholders to support engagement, satisfaction and renewals • Build and manage a strong pipeline of prospective members, across family businesses and advisors • Promote FBA membership, programs, events and products to meet overall revenue and engagement targets • Proactively connect members to relevant FBA offerings, including Forum Groups and Education Programs, through referral to the national team • Identify opportunities to enhance member value in alignment with FBA’s national engagement strategy • Provide regular updates and reporting on membership activity, pipeline development, engagement insights and event outcomes. <p>Events</p> <ul style="list-style-type: none"> • Plan and deliver high-quality state-based events, coordinating all aspects of delivery including venue, speakers, promotion and logistics, and with support from the national team. • Develop and submit an annual calendar of state-based events in line with agreed national planning and communications timelines. • Contribute to the development of FBA’s national event calendar by identifying opportunities relevant to state members. 	

Member Engagement and Communications

- Actively promote and refer members to FBA programs, including education programs, conferences and the Forum Group Program
- Facilitate connections between family business members and relevant advisors within the FBA network to support member needs.
- Prepare local newsletter content and provide state-based insights to support national communications
- Support the delivery of consistent, high-quality member communication in alignment with FBA’s national engagement strategy.

Partnerships

- Maintain and strengthen relationships with existing state-based partners
- Identify and support new partnership and sponsorship opportunities, in collaboration with the national team
- Support the delivery of partner benefits and agreed outcomes.
- Build relationships with local representatives of FBA’s national partners and collaborate where appropriate
- Attend relevant external events and activities (as approved) to support the growth of FBA’s profile and member network
- Represent FBA within the state business community in a professional and values-aligned manner.

In addition to the duties outlined above, you may also be required to perform such other duties as directed by your supervisor or management provided these are within your competency or training.

OTHER DUTIES/RESPONSIBILITIES

- Attend monthly team meetings
- Participate in one-on-one meetings with the National Membership Manager
- Collaborate with the national FBA team to ensure consistent member experience and alignment with organizational priorities.
- Maintain accurate and up-to-date records of members and prospective member activity in relevant systems
- Provide feedback and insights from the state to inform national strategy and program development
- Undertake other duties as required to support the objectives of the role and the organisation.

SKILLS & EXPERIENCE

Required Qualifications:	<ul style="list-style-type: none"> • Relevant tertiary qualification in business, marketing, communications, or a related field; or equivalent experience • Demonstrated experience in business development, membership growth, stakeholder engagement or account management. [ideally within a not-for-profit, or professional association]
Required Experience:	<ul style="list-style-type: none"> • Experience in business development, sales, membership or a similar client-facing role • Demonstrated ability to build, manage and convert a pipeline of opportunities • Proven experience building and maintaining relationships across diverse stakeholder groups • Experience coordinating and delivering events or engagement activities end-to-end

	<ul style="list-style-type: none"> • Experience developing and delivering local engagement initiatives • Experience using CRM systems and maintaining accurate records. • Experience preparing reports, plans and communication updates • Experience working with family businesses (desirable) • Exposure to partnership or sponsorship development (desirable).
<p style="text-align: center;">Required Skills:</p>	<ul style="list-style-type: none"> • Strong interpersonal and relationship-building skills • Commercial awareness • Effective communication skills • Business development and negotiation skills • Organisational, time management and planning skills • Problem-solving skills • Attention to detail and accuracy • Self-motivation and initiative • Proficient in Microsoft Office applications (Outlook, Word, Excel, PowerPoint) and online meeting tools. • Public speaking • Collaborative approach, with the ability to work effectively with a national team
<p style="text-align: center;">Performance Goals:</p>	<ul style="list-style-type: none"> • Achievement of new member acquisition targets • Maintenance of the determined retention rate • Development and active management of a qualified membership pipeline • Delivery of a defined calendar of high-quality state-based events • Achievement of event attendance and engagement targets • Contribution to revenue targets through promotion of membership, programs and events • Growth and effective management of state-based partnerships. • Timely and accurate reporting on membership, pipeline and engagement activity • Contribution to national engagement strategy through local insights and feedback. • Monthly newsletter preparation