

### ***Job Description – Membership BD (Project Based)***

The Asia Toy & Play Association (ATPA) is looking for a self-starting, motivated person to support the membership growth of the organisation. The candidate needs to have a solid and developed network in the global Toy Industry and will support in reaching out and recruiting new members. The position is responsible for identifying, contacting and engaging with prospective companies and support the Executive Director in membership development phase. We are looking for someone to take ownership of growing our membership, able to work independently and willing to give ideas and actively contribute to the success of ATPA.

The position is goal driven and compensation is based on new members' sign-ups.

#### ***Necessary skills:***

- Excellent knowledge of the global toy industry – stakeholders, dynamics and insights
- Comfortable writing strategic development plans and analyzing prospective members
- Skilled at writing promotional materials, membership materials, and developing newsletter content.
- Well-organized, goal-oriented and very high attention to detail.
- Articulate and comfortable picking up the phone and calling people to track down information, following up on lapsed memberships, and responding to inquiries.
- Must be able to understand the end goal and be able to create and execute the step by step tasks needed to accomplish the goal. Must be task oriented and self-starter.
- Confident in proposing innovative ideas to management.
- Comfortable working independently and remotely.

#### ***Duties & Responsibilities:***

- Develop goals and action plans with the Executive Director for membership development (and retention).
- Develop strategic plan for expanding and improving member benefit offerings and increasing overall membership.
- Write membership recruitment materials, etc.
- Initiate communications, including developing newsletter content, email blasts, event announcements, awareness of member benefits, etc.
- Identify, engage and recruit new organisations to join ATPA.
- Create partnership proposals for prospective corporate members.
- Respond promptly to inquiries from prospective members and potential leads.

#### ***Compensation:***

- Up to 20% of the membership fee paid to ATPA