



Membership Experience Consultant Role Profile

Job Title	Membership Experience Consultant (SADA)	Reporting To	Membership Experience Supervisor
Department	Membership Department	Location	SADA Head Office, Parktown
Contract Type	Permanent	Average Hours Per Week	40 hours per week

This is the role profile in a normalized situation and it recognizes only the core responsibilities

A. OVERVIEW AND PURPOSE OF THE ROLE
<p>The Membership Experience Consultant plays a critical role in enhancing the overall experience of South African Dental Association members. This position is dedicated to ensuring members receive exceptional service and support, from initial onboarding through ongoing engagement and retention.</p> <p>The consultant will actively contribute to the development and implementation of membership strategies, assist with the resolution of member inquiries, and gather valuable feedback to drive continuous improvement in membership services. By fostering strong relationships and providing personalized attention, the Membership Experience Consultant helps to cultivate a thriving, satisfied, and engaged membership community.</p>
B. ROLE AND RESPONSIBILITY
<ul style="list-style-type: none"> • Participate in developing and implementing membership acquisition retention, and engagement strategies. • Ensure that membership growth and retention target are met. • Account manage a defined portfolio of SADA member categories to ensure targeted service and member satisfaction. • Monitor and regularly report to the Association on evolving member needs, membership composition and income contribution amongst others. • Attend relevant events and exhibitions to promote SADA membership and strengthen relationships with members. • Respond promptly and effectively to inquiries from current and prospective members and within agreed time frames. • Where necessary, deliver public presentations to promote membership of SADA. • Ensure and provide a high standard of member and client service displaying friendly, responsive, courteous engagement and effective communication to member inquiries, increasing value to existing SADA members and prospective members. • Ensure members receive accurate, consistent, responsive and timely information and assistance by taking ownership of the relationship with the member, to ensure member needs are identified and met.

	<ul style="list-style-type: none"> • Ensure all applications, transactions, and instructions from members are processed in a timely manner with the highest accuracy and professionalism.
	<ul style="list-style-type: none"> • Develop and maintain strong knowledge of features and benefits of SADA membership to enhance the relationship with members and actively satisfy their needs and goals.
	<ul style="list-style-type: none"> • Provide and ensure services that are consistent with values of cross-selling, up-selling and member retention, improving member usage of SADA membership and services.
	<ul style="list-style-type: none"> • Resolve member complaints in an appropriate and timely manner within SADA's policy and legislative requirements.
	<ul style="list-style-type: none"> • Identify opportunities and facilitate quality referrals to specialist areas ensuring sufficient details are obtained and to achieve the objectives of the branch.
	<ul style="list-style-type: none"> • Provide account opening services to members as necessary, maintaining and enhancing knowledge and skills, ensuring processes adhere to Regional SADA procedures and legislative requirements.
	<ul style="list-style-type: none"> • Communicate efficiently and effectively with management and other staff members.
	<ul style="list-style-type: none"> • Demonstrate a sound knowledge of all products and services associated with SADA.
	<ul style="list-style-type: none"> • Work autonomously and within a team-based working environment.
	<ul style="list-style-type: none"> • Act with personal and professional integrity.
	<ul style="list-style-type: none"> • Act as an advocate for SADA in all dealings with members and staff and present a professional image of SADA in all dealings with the public including appropriate dress standards, helpfulness, and friendliness.
C. QUALIFICATIONS AND EDUCATIONAL REQUIREMENTS	
Qualifications	<ul style="list-style-type: none"> • Qualifications: Senior certificate or equivalent experience • Qualification in Customer Service / Business Admin / Sales and Marketing • Computer Literacy: Proficiency in Microsoft Office programs such as Word, Excel, and Outlook • Membership Software: Experience with membership software is advantageous.
Requirements	<ul style="list-style-type: none"> • Customer service / sales/ call centre / customer care experience in a an aligned industry/environment • Sales training/skills or qualifications (or willingness to obtain)
D. SKILLS REQUIREMENTS	
	<ul style="list-style-type: none"> • Flexibility • Customer service orientated • Excellent written communication skills • Ability to speak English and Afrikaans preferred • High stress tolerance • Excellent interpersonal skills
E. EXPERIENCE REQUIREMENTS	
	<ul style="list-style-type: none"> • 1-3 years in a similar environment

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