Job Description: Senior Membership Lead

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Job Title:	Senior Membership Lead
Reports to:	Associate Director; Commercial
Staff Responsibilities:	Member Development Managers, Relationship Managers and Relationship Officer
Hours of work:	35 hours per week
Salary Range:	£72,000 - £78,000

Summary of Position:

The role acts as Fusion21's senior operational lead for the delivery of business development, sales and account management. The postholder leads the day-to-day operation and performance of the Membership service, turning the Commercial Strategy and Sales Strategy into coordinated regional activity, a healthy and well-governed opportunity pipeline, effective account management and sustained member growth.

Working within the strategic direction set by the Associate Director; Commercial, the role is accountable for the consistent execution of member acquisition, opportunity qualification, sales progression, relationship management, retention and account growth activity. The postholder ensures resources are focused on priority markets and accounts, teams work to clear standards and performance expectations, and our CRM provides an accurate and forward-looking view of activity and outcomes.

The role works closely with Procurement, Technical, Marketing, Finance, Data and Social Value colleagues to coordinate customer activity across the lifecycle, secure effective handovers into delivery and maintain relationship ownership after award. As an operational leader, the postholder provides constructive insight and recommendations to the Associate Director; Commercial while remaining accountable for service, people leadership, performance improvement and member experience.

Primary Responsibilities

Service Leadership and Delivery	Lead the Membership service and provide visible, consistent leadership across business development, sales and account management activity. Translate the Commercial Strategy and Sales Strategy into clear service plans, regional priorities, team objectives and measurable activity. Maintain effective operating rhythms, decision routes, standards and controls across the service, escalating material risks, dependencies and decisions through agreed routes. Deploy and coordinate Membership resources across acquisition, opportunity development, account management and retention activity to deliver agreed organisational priorities. Provide evidence-led advice, insight and recommendations to the Associate Director; Commercial on performance, capacity, member priorities and improvement needs.

Business Development and Sales	Lead the operational delivery of member acquisition, regional engagement and new business development in line with agreed strategic and commercial priorities. Ensure opportunities are identified early, consistently qualified and prioritised against strategic fit, potential value, member outcomes and organisational capacity. Set clear expectations for opportunity ownership, qualification, progression, conversion and post-award follow-through. Coordinate and manage regional business development activity focussed on priority markets, sectors and customers using commercial evidence and market insight. Monitor pipeline health, sales activity, conversion and emerging risks, intervening where progress or quality varies from plan. Ensure Procurement and Technical colleagues are involved at the appropriate stage so propositions and routes to market are relevant, credible and deliverable.
Account Management, Retention and Growth	Lead the operational delivery of Fusion21's account management approach, ensuring members are appropriately segmented and receive a proportionate level of relationship management based on current activity, strategic value, future opportunity and relationship need. Oversee Fusion21's Key Account Management approach for those members requiring the highest level of strategic relationship management. Ensure members have clear relationship ownership and an appropriate level of account management, with priority and key accounts supported by defined account objectives, coordinated engagement plans and identified opportunities for retention, repeat business and cross-framework growth. Maintain operational oversight of member relationships throughout the customer lifecycle, ensuring expectations, commitments, feedback and future opportunities are actively managed. Ensure effective account coverage across the active member base, with clear relationship ownership, appropriate routes for inbound activity and escalation, and proportionate engagement reflecting the value, opportunity and needs of each relationship. Coordinate regional account activity with national strategic accounts and service delivery, maintaining clarity of ownership and a consistent member experience. Use member feedback, satisfaction, account insight and delivery intelligence to strengthen relationships and recommend improvements to propositions and services. Lead or support senior-level engagement with key members and prospective members where this will strengthen relationships or progress material opportunities.

Commercial Performance, CRM and Forecasting	Manage performance across Membership, including business development, sales and account management, including activity, pipeline, forecasting, conversion, retention and account growth. Ensure effective adoption and operation of agreed CRM standards within the Membership service, maintaining data quality, timely updates, clear ownership and user accountability. Maintain an accurate, evidence-based and forward-looking view of opportunities, account activity, risks and expected outcomes. Produce timely performance reporting and analysis for the Associate Director; Commercial, highlighting variances, implications, corrective action and support required. Establish clear team KPIs and use regular performance reviews, pipeline reviews and account reviews to maintain focus and improve outcomes. Contribute practical user insight to CRM, automation, analytics and dashboard improvements.
Member Experience and Cross-functional Working	Champion a coordinated and customer-focused approach across Commercial, Procurement, and other enabling functions. Ensure effective handovers from opportunity development into procurement and delivery, with clear ownership, documented expectations and agreed follow-through. Maintain commercial relationship ownership after award while working with delivery colleagues to manage feedback, risks, commitments and future opportunities. Work with Marketing to ensure campaigns, events, communications and sales-enablement materials support agreed market, account and pipeline priorities. Ensure member outcomes, public value, social value and procurement benefits are communicated clearly and supported by appropriate evidence. Resolve operational barriers within delegated authority and escalate material cross-functional or strategic issues through agreed routes

Market Development and Service Improvement	Maintain an informed operational view of member demand, regional markets, competitors, policy developments and investment programmes. Convert market and customer insight into practical regional activity, account priorities, campaigns and opportunity development. Identify and provide evidence-led recommendations on potential new sectors, programmes, markets and routes to growth. Lead continuous improvement within Membership, including business development, sales and account management processes, standards, tools and ways of working. Ensure agreed changes are embedded, understood and sustained across the team, with benefits tracked and operational continuity maintained. Represent Fusion21 at relevant member meetings, conferences, networks and stakeholder events.
People, Culture and Capability	Lead, manage, coach and develop the team, creating clear accountability for individual and collective outcomes. Set clear objectives, standards and performance expectations aligned to service and organisational priorities. Create an inclusive, high-performing culture characterised by integrity, customer focus, collaboration, constructive challenge and continuous learning. Maintain an appropriate service structure, allocation of responsibilities and capability plan, identifying development, recruitment and succession needs. Embed consistent practice, shared knowledge and effective cover arrangements so performance is resilient and not dependent on individuals. Manage performance, wellbeing and conduct fairly and consistently in line with organisational policies.
Resource, Risk and Governance	Manage Membership's resources and delegated budgets effectively, balancing priorities, capacity, productivity and member outcomes. Identify, manage and escalate commercial, operational, people and customer risks through agreed governance arrangements. Ensure activity complies with relevant organisational policies, delegated authority, data quality expectations and commercial controls. Maintain appropriate records and evidence to support decisions, prioritisation, performance reporting and assurance. Undertake other duties consistent with the seniority and purpose of the role.

Person Specification

Post holders who do not meet a non-statutory essential criterion may, where appropriate, be supported through an agreed development plan.		
	Essential	**Desirable**
Skills, Qualifications & Training	Degree-level qualification or equivalent senior professional experience. Strong commercial, work-winning, negotiation and customer management skills, with the ability to turn insight and data into clear priorities and action. Proven ability to lead teams, manage performance and communicate credibly with senior customers and stakeholders.	Relevant professional qualification in commercial management, sales or procurement.
Knowledge	Strong understanding of relationship-led business development, strategic account management, pipeline governance and customer growth. Strong understanding of how commercial tools, framework agreements and routes to market operate within the built environment across the public sector. Working knowledge of UK public procurement law, including the Public Contracts Regulations 2015 and Procurement Act 2023.	Understanding of the wider legal, policy and governance framework affecting public-sector procurement and value for money. Awareness of public value, social value and decarbonisation priorities relevant to Fusion21's markets.
Experience	Significant experience leading work winning, business development and customer or account management in the built environment. Demonstrable experience leading teams and delivering growth through effective planning, pipeline management, forecasting, performance management and customer relationships. Evidence of building credible senior relationships and working across organisational boundaries to progress opportunities and improve customer outcomes.	Experience gained within professional services, consultancy or a large regional or national contractor. Experience of working with public-sector customers, framework providers or contracting authorities. Experience leading regional or geographically dispersed teams. Experience using a CRM platform to manage commercial activity.

Behaviours, Qualities and Attitude	Acts with integrity, accountability and sound judgement, taking ownership for delivery, people, performance and risk. Puts members and communities at the heart of decisions, balancing commercial outcomes with value for money, social value and lasting public benefit. Works inclusively and collaboratively, building trusted relationships, sharing knowledge and creating clarity across teams and partners.	Brings energy, curiosity and a continuous-improvement mindset, constructively challenging established ways of working and adapting positively through change.

Note: This job description is not exhaustive and is not a comprehensive list of all the tasks that may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken. The post holder is also expected to carry out other duties which are broadly consistent with the role as identified below. This job description will be subject to periodic review, and it may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes.