



POSITION DESCRIPTION

POSITION TITLE	Manager, Member Experience and Commercial Operations	
REPORTS TO	Director, Strategic Communications and Business Development	
MAIN PEOPLE INTERACTIONS	INTERNAL Executive Director Directors Manager, Marketing and Communication Manager, Member Services Technology	EXTERNAL Members and prospective members Commercial partners and sponsors Service providers and suppliers Sector stakeholders
POSITION PURPOSE	<p>The Manager, Member Experiences and Commercial Services is responsible for developing and delivering strategies that strengthen member value, enhance service offerings, and grow sustainable commercial opportunities for the organisation.</p> <p>The role leads the design, delivery and continuous improvement of member services, commercial initiatives, partnerships and engagement activities that support organisational priorities and improve the overall member experience.</p>	
PURPOSE, VALUES AND BEHAVIOURS	<p>PURPOSE</p> <p>To lead, serve and advocate for the WA Independent Schools sector.</p> <p>OUR VALUES</p> <ul style="list-style-type: none"> • Integrity • Service • Equity • Stewardship <p>Integrity – We build trust through honesty and integrity As a member organisation we are committed to honesty, truthfulness and acting in a way that builds trust with our stakeholders.</p> <p>Service – We actively listen, lead, and support our sector We deliver a positive and sustainable service to our members. We are responsive, we listen and lead our sector by offering the best evidence-based programs and services.</p> <p>Equity – We celebrate choice and diversity We encourage a workplace that celebrates and provides equal opportunities for all employees. This equity extends to our members where we advocate for our schools that provide diversity and choice in education for the Western Australian community.</p> <p>Stewardship – We responsibly and ethically manage resources entrusted in our care We promote the importance of independent education through strong stewardship and highlight that it contributes to a diverse choice in education. We seek new opportunities to advocate, deliver new solutions and programs that strengthen independent schools in Western Australia.</p> <p>EXPECTED BEHAVIORS AND ATTITUDES:</p> <ul style="list-style-type: none"> • Actively support AISWA’s purpose • Comply with AISWA’s values, policies, procedures, and codes • Adhere to all health and safety laws and contribute to a safe and healthy workplace 	

KEY POSITION RESPONSIBILITIES	TASK FOCUS AREAS
Member Services and Experience	<ul style="list-style-type: none"> • Lead the development and delivery of a contemporary member services model that enhances member value and engagement. • Ensure member services are accessible, responsive, high quality and aligned with organisational priorities. • Develop strategies to improve member satisfaction, retention and participation. • Use member insights, feedback and data to inform service improvements. • Establish service standards and performance measures to monitor effectiveness.
Commercial Strategy and Growth	<ul style="list-style-type: none"> • Develop and implement commercial strategies that support organisational sustainability and strategic objectives. • Identify, evaluate and develop new commercial opportunities, products, services and partnerships. • Manage commercial initiatives including pricing strategies, service models and revenue opportunities. • Monitor market trends, member needs and competitor activity to inform future opportunities. • Prepare business cases, proposals and recommendations to support investment decisions.
Partnerships, Sponsorship and Stakeholder Engagement	<ul style="list-style-type: none"> • Develop and implement partnership activation plans that deliver value for partners, members and the organisation. • Manage partnership and sponsorship agreements, ensuring contractual deliverables, activations and reporting requirements are effectively planned, delivered and monitored. • Coordinate partner participation across conferences, events, communications and engagement activities, working collaboratively with internal teams and external stakeholders. • Monitor partnership performance and maintain accurate records, reporting and insights to demonstrate outcomes, identify opportunities and support partnership renewal and growth.
Leadership and Collaboration	<ul style="list-style-type: none"> • Work collaboratively with internal teams to coordinate member-focused initiatives and improve service integration. • Provide leadership and direction in relation to commercial and member service priorities. • Support a culture of continuous improvement, innovation and customer/member focus. • Contribute to organisational planning, reporting and strategic initiatives.
Governance, Reporting and Risk Management	<ul style="list-style-type: none"> • Develop and maintain reporting frameworks to measure member engagement, commercial performance and service outcomes. • Provide regular reports, insights and recommendations to senior leadership. • Ensure commercial activities comply with organisational policies, contractual obligations and risk management requirements. • Identify and manage risks associated with commercial activities and member services.
Other	<ul style="list-style-type: none"> • Perform other duties as requested by the Director.

Position Selection Criteria	<ul style="list-style-type: none">• Previous experience in commercial management, business development, customer/member experience or related areas.• Demonstrated ability to identify and deliver new commercial opportunities and partnerships.• Strong understanding of stakeholder relationship management in a member-based, not-for-profit, or service-oriented environment.• Strong analytical skills with the ability to interpret data and generate insights.• Proficiency in CRM systems and Microsoft Office applications.
Qualifications	<ul style="list-style-type: none">• Tertiary qualifications in business, marketing, commerce, customer experience or related discipline.