



## **JOB DESCRIPTION**

<b>Job Title</b>	<b><i>Membership Development Lead</i></b>
<b>Salary</b>	<i>Please submit your CV with your expected and current salary to Miss Rainbow Lai <a href="mailto:secretariat@cibse.org.hk">secretariat@cibse.org.hk</a></i>
<b>Contract</b>	<b>Permanent</b>
<b>Hours of Work</b>	<b>5 days per week</b>
<b>Directorate</b>	<b>Membership</b>
<b>Department</b>	<b>Membership</b>
<b>Reports to</b>	<b>Director of Membership</b>
<b>Direct Reports</b>	<b>None</b>
<b>Location</b>	<b>Hong Kong</b>

The post-holder is expected to fully understand, embrace, and uphold the CIBSE vision, mission, and values.

### **Our vision**

Better-performing buildings for society and the environment.

### **Our mission**

To advance and promote the art, science, and practice of building services engineering, to invest in education and research, and to support our community of built environment professionals in their pursuit of excellence.

### **Our values**

**We Lead** by example, making clear decisions based on our experience and expertise, seeking support and guidance where required. We are open to feedback and have the desire to grow and develop in our roles. We are fair and consistent in our approach to all colleagues, respecting and supporting each other.

**We Empower** We give people the knowledge and training to ensure they are empowered to succeed in their roles, and trust each other to deliver high quality work, allowing the time to do our jobs well. We keep our commitments and allow

each other to have the space to plan and deliver work. We allow voices to be heard and space for people to express their views.

**We Champion** our colleagues, celebrating and sharing our successes. We are clear on our roles and responsibilities allowing for individuals to succeed in line with their strengths. We measure and evaluate our work to continue to improve and share lessons learnt.

**We Inspire** our colleagues through the high standards we keep, and through our actions as good role models. We act professionally and passionately about our work. We recognise the value of feedback in helping us to develop and are positive about the future of the Institution.

## **About CIBSE**

The leading authority on building services engineering and a pioneer in responding to the threat of climate change, CIBSE exists to advance global best practice in the profession.

Through harnessing the expertise of our members, CIBSE represents the profession as a trusted voice to provide advice and guidance to Government on matters relating to construction, engineering, and sustainability.

For over 127 years, CIBSE has supported a community of over 22,000 professionals worldwide in their pursuit of excellence in building performance, sustainability, and safety to influence the well-being of individuals and communities of today and of future generations. CIBSE members continue to create the most environmentally friendly systems in major projects across the globe.

This is an exciting time to join CIBSE, a charitable organisation, which plays a critical role in a growing and changing sector.

## **About the role**

The Membership Development Lead is a new role within CIBSE and will be instrumental in driving the key strategic objective of growing CIBSE's presence across Hong Kong and China. The role will be at the very forefront of building on the outstanding work of the Hong Kong Regional Committee to build relationships, grow membership and build organisational relationships for CIBSE across the region.

## **Role Summary**

The **Membership Development Lead** will focus on expanding CIBSE's membership and promote our various membership products in the Hong Kong and China/Greater Bay Area. This position will be based in Hong Kong, working closely with the **CIBSE Hong Kong Region Committee**, while reporting directly to **CIBSE in the United Kingdom**. The successful candidate will drive business development, cultivate deep business-to-business relationships, and achieve revenue growth across various membership products.

The successful candidate will be a highly motivated self starter with a commercial mindset and a passion for delivering against growth targets. This role will be crucial in supporting CIBSE's continued growth in the Hong Kong and Asia region and will be at the heart of developing long term relationships with members, organisations and volunteers in the region.

### **Key Responsibilities**

- Lead all business development efforts in the Hong Kong and China/Greater Bay Area, ensuring growth in membership-related products, including:
  - Individual Membership
  - Group Membership
  - Endorsed Organisations
  - CPD Directory
  - Accreditations
  - Training and Development Schemes
- Develop and implement strategic growth plans for CIBSE membership and related membership products in the Hong Kong and China/Greater Bay Area
- Collaborate with the CIBSE Hong Kong Region Committee, stakeholders across government, universities, and other relevant volunteers and bodies to support membership in the region and identify key strategic growth areas for CIBSE in the region

*The Institution is an equal opportunities employer. The post-holder will be expected to adhere to and support the Institution's commitment to diversity, equality and inclusion.*