

Job Description – Area Manager – South West of England

Reports to: Regional Operations Manager – Midlands, Western & Wales

Based: Home based with administrative support

Hours: Monday to Friday, 09:00 – 17:00 (totalling 35 hours per week).

A flexible approach to working hours is required due to the geographical nature of the area. Evenings and occasional weekend work may be necessary

Who we are

RHA is a member-led trade association supporting people and businesses in the road transport industry.

Find out more about us and our values on our website <https://www.rha.uk.net/>

At RHA we believe that through collaboration and being a supportive, trusted partner, we can achieve great things. Our hybrid working approach allows our people to work both in our office locations and at home, providing flexibility and resources to succeed in your role.

At RHA, our Equity at work strategy is aligned to our company values and who we are. We are committed to driving inclusion for all; aspiring to create a workplace that is fully representative of the communities and members we serve.

What you'll do

As a key representative of RHA, you'll play a vital role in driving membership retention and growth by building strong relationships, providing expert guidance, and promoting the full range of RHA services. You'll engage with members and stakeholders across multiple channels, offering support on employment and transport matters, while identifying opportunities to enhance their experience.

You'll also represent RHA at events and in engagement with stakeholders, helping to raise awareness of our mission and initiatives. Through effective use of data and systems, you'll contribute to continuous improvement in membership engagement, ensuring our services remain relevant, responsive, and impactful.

Key responsibilities and duties

- Member Retention and Growth
 - Represent RHA, its different workstreams, and its various initiatives, in discussions with current and potential members.

- Provide comprehensive information and guidance to members via phone, video calls, email, and face-to-face meetings on employment matters (such as discipline and grievance procedures) and transport-related technical advice.
- Support members and customers with their training and compliance, recommending suitable services and/or products that best suit their needs.
- Develop strong relationships across the whole organisation to keep abreast of recent developments and ensure members are aware of all that RHA has to offer.
- Focus on the day-to-day implementation of our membership strategy to support continued high levels of member retention and new member recruitment.
- Proactively explore development opportunities with existing relationships and potential new customers and members, promoting RHA's services and commercial products.
- Follow up with recent members to check expectations are being met and explore opportunities for engagement/involvement – using feedback and insights to optimise their experience and RHA's offering.
- Identify members with low engagement levels and investigate any perceived gaps in our offering.
- **Stakeholder Engagement**
 - Build and maintain effective relationships with a broad range of stakeholders including local authorities, and partner organisations.
 - Attend our RHA briefings as a representative for your area, delivering presentations on the relevant issues to members and customers with the goal of increasing their awareness on challenges that may affect them and how RHA can assist them going forward.
 - Attend industry conferences to build relationships, make new connections, and raise awareness of RHA's mission and activities, highlighting our recent initiatives and resources.
 - Contribute to webinar and event organisation, identifying relevant guests from target organisations and tracking member registration and attendance as a measure of participation and engagement.
 - Highlighting PR and media opportunities to RHA's Communications Team as they arise. Dealing with the local media including radio and TV interviews, as directed.
- **Data and Process Management**
 - Maintain RHA's CRM system, recording details on all contact with members and customers and helping embed best practice use by the wider organisation.
 - Conduct membership and financial reporting, building data which is useful and provides relevant information to analyse trends and identify gaps as well as ensuring best practice, GDPR compliant contact management and lead tracking.

- Implement systems and processes to streamline and make membership management more efficient, using the CRM and Members Portal.
- Other Duties:
 - Undertake duties for other departments within RHA (i.e. Compliance Audits) as and when necessary, with agreement from the Regional Operations Manager.
 - Any other tasks which can reasonably be performed as requested by the Company.

Experience and Skills Required:

- Essential:
 - Driving Licence
 - A strong understanding and knowledge of the logistics and coach sectors, with the ability to interpret complex information and provide credible advice.
 - Thorough understanding and knowledge on operational legislation, employment relations and commercial matters. For example, O' Licence, Tachograph Records, Drivers Hours, discipline and grievance procedures, business contracts and supplier control.
 - Successful track record of business development or relationship management, preferably within the transport sector or membership-based organisations. Experienced in strategic planning and pipeline development.
 - Outstanding written and verbal communication skills, with the ability to listen empathetically, influence effectively, and present confidently.
 - Skilled in building relationships across all levels, with a professional, personable, and customer-focused approach.
 - Strong organisational and prioritisation skills, able to manage a varied workload independently and collaboratively.
 - Proficient in CRM systems, Microsoft Office, and social media platforms.
 - Confident public speaker with experience in stakeholder engagement, policy advocacy, and facilitating discussions.
 - Strategic mindset with the ability to manage operational detail and influence decisions through effective communication.
 - Adaptable, proactive, and committed to continuous learning and delivering value to members and stakeholders.
 - Willingness to travel and work flexible hours, including evenings.
- Desirable:
 - CILT accreditation and NEBOSH qualification along with any other transport related qualifications such as Transport Management PSV/ CPC are desirable.

- Understanding of the Association's position on campaigns for changes to legislation and the ability to promote those campaigns to industry and non-industry stakeholders (this becomes essential when in role and trained)

What we offer

We believe that taking care of our employees is the key to their success. That is why we offer an excellent remuneration and benefits package, 25 days holiday entitlement plus bank holidays for full-time employees and paid leave for charity projects. You can also purchase additional holiday.

We offer an extensive benefits package including private medical and dental insurance following completion of probation, Cycle scheme, monthly prize draw, Medicash and pension schemes.

We take pride in our commitment to supporting you at every stage of your career by providing top notch learning and development pathways.

Support

If you require any reasonable adjustments or have an accessibility request as part of your recruitment journey, for example, extended time or breaks during interviews or assessments, a sign language interpreter, or assistive technology, please contact our HR team for further support. We are proud to be a Disability Confident Employer.

