

BUILDERS MERCHANTS FEDERATION LIMITED
ENGAGEMENT MANAGER – SUPPLIER & SERVICE

COVENTRY OFFICE

Job description



The BMF (Builders Merchants Federation) is the only trade association representing merchants and suppliers in the UK and Ireland. Our vision is to enable members to 'build excellence' in the building materials sector. Total membership from 1 September 2025 stands at 1020 merchant and supplier companies who together have combined sales of over £52bn and employ nearly 208,000 people in the building materials industry. The BMF's 525 merchant members, including 82 from Ireland, make up a total of over 5,600 branches across the UK and Ireland.

Reporting to: Supplier Engagement Director

Base: Coventry Office.

Salary Circa: £30,000 pa

Hours: Monday to Friday - 35 hours per week
Mon – Thu 8.30am to 5pm (1 hour lunch break), Friday 8.30am to 1.30pm

Job Summary

This is a new role created as part of the continued expansion of the team, reflecting the ongoing growth in membership and the increasing importance of proactive member engagement. The position will play a key role in strengthening relationships and ensuring members maximise the value of their BMF membership.

The role is focused on building strong, proactive connections with members, helping them access and benefit from the full range of BMF services, including training and skills development, business support, economic insights, policy and public affairs, and cross-sector collaboration.

Strong administrative capability and an excellent telephone manner are essential to effectively engage with members. The ideal candidate will bring telesales experience and demonstrate a positive, confident, and motivated approach, along with creativity, curiosity, discipline, and outstanding communication skills.

This is an integral position within a growing team, supporting the continued success of the BMF and its expanding membership base.

Main Duties/Responsibilities:

- Act as a key point of contact for existing Supplier and Service members, providing a high level of support and engagement
- Build and manage strong relationships with both new and existing members, understanding their needs and ensuring they maximise the value of BMF membership
- Proactively engage with low-engagement members to improve participation and retention
- Maintain and update the CRM system (iMIS), ensuring accurate records of all interactions, including call notes, data cleansing, merging duplicates, and removing outdated information
- Proactively promote the full range of BMF products and services, identifying opportunities to add value to members
- Identify and follow up on opportunities in a timely manner, supporting membership growth and retention
- Organise, promote, and administer supplier and service-related forums, ensuring strong attendance and engagement

- Handle member enquiries via telephone, email, and Microsoft Teams in a professional and timely manner
- Support onboarding of new members, ensuring a smooth introduction to BMF services and benefits
- Collaborate with internal teams to ensure a consistent and high-quality member experience
- Present a professional and positive image in all communications and interactions
- Provide administrative and operational support to colleagues as required by the line manager
- Undertake any other duties as required to support the wider team and organisational objectives

Skills and Experience

- Experience of the building materials sector
- Handling outbound and inbound calls experience
- Excellent telephone manner, communication and listening skills
- Ability to interface and relate to people from differing backgrounds and status
- Ability to communicate effectively via the telephone and/or face to face
- General understanding of Excel, Word and Outlook
- Knowledge of AI in the workplace
- Experience of using a CRM system
- Good organisational skills used in planning own workload
- Calm and professional disposition
- Capable of working under pressure to meet necessary deadlines and initiatives
- Able to work in a busy office environment
- Well organised with strong attention to detail
- Have a 'can do' attitude and be willing to be flexible and help in a small team.

Desirable

- It is likely that the successful candidate will live in easy commuting distance of our Coventry Head Office
- Hold a current driving licence
- Experience of working for a trade association

Other Information

- Your primary place of work will be at the BMF Coventry Head Office, 1180 Elliott Court, Coventry Business Park, Herald Avenue, Coventry CV5 6UB
- Occasional attendance at other venues, which may require an overnight stay
- Working from home option 1 day per week
- Contributory pension scheme
- Bonus scheme
- Holiday Entitlement – 23 days plus Bank Holidays