

**Media release****Membership director joins IPEd board**

**The Institute of Professional Editors (IPEd) has appointed a board director responsible for membership.**

Peter Griffin, General Manager of the Real Estate Institute of NSW (REINSW), brings to IPEd a depth of knowledge about membership recruitment and retention, plus skills across business operational areas, including marketing and communications.

He has served on the board of the Australian Marketing Institute and is a director of Quicontracts Pty Ltd.

At REINSW, Mr Griffin has direct responsibility for membership, working closely with the membership manager. 'We have achieved some great things, including the strongest membership growth in 10 years, retention rates of 90%, and innovative work in measuring and driving member engagement using a CRM, dashboards of agreed engagement measures, and targeted communications to disengaged segments of the membership,' he said.

IPEd Chair Ruth Davies said Mr Griffin was a welcome addition to the board. 'His appointment is part of the strategic plan to support a thriving membership. The Membership Director will develop a strategy to attract and retain members by considering specific areas, such as government, education and industry, and further developing the benefits program for members.'

Mr Griffin, who is a Certified Practising Marketer and a Chartered Accountant, also has industry experience.

In 2004 and 2005, he was General Manager of a publishing company that specialised in designing and producing newsletters for mortgage brokers.

In early 2006, Mr Griffin founded his own publishing business, Your Newsletters, that produced email and print newsletters for mortgage brokers to distribute to their contacts. After joining REINSW in 2007, he evolved Your Newsletters into a profitable part-time business that he continued operating until March 2012.

Mr Griffin aims to translate the membership and marketing achievements of his REINSW job into the IPEd role. He is looking forward to drilling down into all aspects of the lifecycle of a member, from recruitment to onboarding, engagement and retention.

He will initially research how IPEd currently recruits and retains members to identify ways to expand the membership base and ensure the offer is sufficiently attractive to retain members long term.