



## **JOB TITLE: DIRECTOR OF MEMBERSHIP DEVELOPMENT**

The Clermont Chamber of Commerce is seeking a dynamic person to serve as our Director of Membership Development. This individual should be detail-oriented and able to work in a fast-paced environment. This position is responsible for new member recruitment, as well as engagement and retention of current members. This includes working with the Board of Directors, volunteers, staff, and all other committees who can provide assistance in achieving membership recruitment, engagement, and retention goals.

The ideal candidate will be personable, self-motivated and a successful relationship builder. Components of the job include new member sales, membership programs/activities, membership retention, and administration. Customer/member relations, database integrity/accuracy, member engagement tracking, and member communications are managed by this position and are key components to achieving these goals. Preferred candidate will have a bachelor's degree and/or a minimum of four years of experience in customer service, marketing, sales, or membership sales. Other desired skills include Microsoft Office proficient, excellent customer service, ability to close a sale, and a positive attitude.

### **OBJECTIVES:**

- Recruitment of new members to the organization by identifying individuals, companies or industry sectors that are not currently members; cultivating relationships; and converting those prospects into dues-paying members.
- Managing retention efforts of existing members by ensuring that current members have opportunities for engagement, are communicated with on a regular basis, and are receiving value for their membership dues.
- Identifying and implementing new programs and services that will be beneficial to members.
- Engaging members as volunteers to assist in the mission of the Chamber.

### **PRIMARY WORK RESPONSIBILITIES AND DUTIES:**

#### **New Member Recruitment and Sales**

- Handle and respond to all membership inquiries. Provide membership information, send appropriate follow up communication, and close the sale.
- Maintain a prospective member database (within the member database) and keep information current; invite prospective members to Chamber activities, when appropriate.
- Report weekly to President on sales calls, leads and status as it related to sales goals.
- Establish weekly and monthly goals for calls and appointments.
- Manage targeted membership recruitment efforts as part of overall new member sales goals.
- Based on needs of new member, present all advertising, sponsorship, and affinity opportunities.
- Process all new member applications with assistance from Administrative Specialist.
- Provide appropriate follow-up to new members to ensure they are aware of the Chamber's membership offerings and opportunities.

#### **Membership Programs/ Benefits/ Activities/ Events**

- Serve as staff liaison to volunteers, Board of Directors Membership and Investor committee, as well as any other task force or committees assigned by the President/CEO. Coordinate membership related meetings and events and maintain committee meeting minutes and agendas.



- Assist with ribbon cuttings and groundbreaking ceremonies involved with the Chamber.
- Facilitate quarterly new and prospective member orientations.
- Oversee inputting of member information into database in a timely manner.

### **Membership Retention**

- Manage retention program for first year members, as well as all retention efforts.
- Establish goals for renewals in conjunction with annual budgeting.

### **Administration**

- Oversee the preparation of annual billing and monthly invoicing.
- Prepare board reports and membership statistic reports for monthly board meetings.
- Assist in the creation and update of membership marketing material e.g. letters, new member welcome information, newsletter materials, fact sheets, membership directories, member questionnaires and brochures.
- All other responsibilities as assigned by the President/CEO.

### **EDUCATION AND/OR EXPERIENCE:**

Preferred candidate will have a bachelor's degree and/or a minimum of four years of experience in customer service, marketing, sales or membership sales.

Please email resume to [chamber@clermontchamber.com](mailto:chamber@clermontchamber.com)

### **DEADLINE: September 9, 2022**

The Clermont Chamber of Commerce offers a competitive salary and benefits package.

### **EEOC Statement:**

It is the policy of the Clermont Chamber of Commerce to provide employment, compensation, promotion and other conditions of employment without regard to race, color, religion, sex, national origin, ancestry, age, marital status, sexual preference, veteran or disability status.

In addition to the above race, color, religion, sex, pregnancy, or any illness arising out of and occurring during the course of pregnancy, childbirth or related medical conditions, national origin, disability, age and ancestry are protected classes in Ohio.

You may discuss equal employment opportunity related questions with your supervisor or any other member of management.