



POSITION TITLE: V.P. Membership Development

REPORTS TO: President

STATUS: Full-time, salary plus commission

POSITION SUMMARY:

The primary responsibility of the V.P. Membership Development is to ensure the continuous and steady revenue enhancement of the Chamber's membership and member engagement through a comprehensive and aggressive membership and sponsorship recruitment, retention and service program. He/she is responsible for achieving membership/sponsorship recruitment and retention goals as mutually agreed with the President/CEO and established in the Annual Business Plan by the Board of Directors, including initiating special events, both ongoing and new.

ESSENTIAL JOB FUNCTIONS:

1) Membership Sales & Retention

- Pro-actively initiates contact with prospective member businesses.
- Promptly and effectively responds to businesses and organizations inquiring about membership.
- Actively seeks membership prospects; maintains a comprehensive list of prospective members in the database; develops and implements a coordinated sales process.
- Encourages ongoing and consistent involvement in the member recruitment effort by the Board of Directors, committees and other Chamber volunteers.
- Ensures that membership information is up to date on website, application, CRM and promotional materials.
- Works with other chamber of commerce colleagues and state and national chamber organizations; continuously seeks new and improved approaches for enhancing the Chamber's membership recruitment and retention efforts.
- Manages an aggressive member retention program aimed at ensuring the achievement of the goals mutually established with the President/CEO and the Board of Directors under the Chamber's Business Plan.
- In conjunction with the President and other team members, helps identify and develop programs, services and benefits that will create additional value for current and prospective members.
- In conjunction with the financial officers, ensures the timely invoicing of all membership accounts and, using established internal processes, secures the retention of the highest number of current member accounts possible.
- Contacts on a timely basis and works with current members whose accounts are past due or who have indicated they do not wish to renew their membership to encourage renewal.
- Coordinates regularly scheduled retention call efforts with the Chamber Champions.
- Provides professional staff support and leadership to the Chamber Champions and assists with the execution of the Member Retention Program.

2) Sponsorship Sales

- Secures sponsorships for assigned programs, events and membership activities.
- Works collaboratively with appropriate Chamber team members to review and guarantee the delivery of sponsor benefits for each program and event.
- Assists team at Chamber events.
- Contacts, on a timely basis, all sponsors/investors post-event with appropriate follow-up.
- Schedules meetings in fourth quarter to review sponsorship agreements for the upcoming year.

GENERAL RESPONSIBILITIES:

- Collaborates as an integral part of the Chamber team and continually works with other staff and volunteers to contribute to the advancement of the Chamber and its mission.
- Represents the Chamber at events, shows and functions.
- Communicates with Chamber team members regarding specific issues related to members' needs and concerns.
- Demonstrate a commitment to the Chamber mission in all work produced.
- Other duties as assigned by President.

PROFESSIONAL WORK ETHICS IN SALES:

As an employee of the Chamber, the VP Membership Development will conduct herself/himself in a professional, polite and ethical manner at all times. Misrepresentations, extreme pressure, disrespect to our members, prospects, or staff, or misuse of the Prospect System may result in disciplinary action up to and including termination.

EDUCATION / EXPERIENCE:

- Bachelor's degree in communication, marketing/sales, a related field, or equivalent experience.
- Sales and marketing in a community agency or non-profit organization is preferred.

REQUIRED SKILLS AND ABILITIES:

- Strong sales and marketing skills
- Experience in applying a solution-based sales approach
- Excellent written and verbal communication skills
- Strong telephone and one-to-one conversation skills
- Excellent customer service skills
- Ability to meet deadlines
- Ability to work with little or no supervision
- Knowledge Microsoft Office suite, the Internet, email and network applications
- Ability to learn Chamber Master (CRM) and other platforms/software used by the chamber
- NC Driver's License

This description is not an all-inclusive description of all job duties. Job duties and responsibilities may be assigned which are not mentioned above at any time based upon the demands of the chamber.

ACCEPTANCE OF TERMS AND CONDITIONS

I understand the terms and conditions of the Job Description as stated above. I also understand that nothing in this agreement represents an employment contract. Upon termination, VP Membership Development also agrees to return all materials provided him/her by the Chamber and to return all records including those of prospects and future sales. The management of the Chamber reserves the right to amend this program as necessary at any time.

VP MD _____ Date _____

President _____ Date _____