



**Job Title:** Manager, Membership Development  
**Reports to:** Chamber President & CEO  
**FLSA Status:** Exempt  
**Approval Date**

## SUMMARY

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The primary responsibility is to identify businesses and organizations to engage as a member investor with the McLean County Chamber of Commerce. This includes not only selling a membership, but understanding and promoting the Chamber's services, programs, advertising, sponsorship and engagement opportunities.

## PRIMARY RESPONSIBILITIES

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- Identify, communicate, and actively sell the value proposition of the Chamber to perspective member businesses and organizations
- Develop membership recruitment strategies and implement campaigns and processes to build an active internal and external sales pipeline
- Utilize Chamber Master, the Chamber's database management platform, as the primary sales tool to manage business communications and prospecting efforts
- Provide weekly prospect pipeline reports to the CEO and other Chamber staff while managing specific, identified metrics used for strategic purposes
- Review, understand, and serve as an expert on the Member Information Center (MIC)
- Conduct regular member education presentations on the MIC and how members can utilize the MIC
- Serve as a resource for potential members on engagement opportunities, understanding benefits and resources the Chamber offers
- Engage and interact with Chamber Ambassadors and Chamber Board for soliciting referrals of potential members for pipeline development
- Work closely with the Membership Services Manager to ensure a smooth transition and on-boarding of all new Chamber members
- Maintain a close working relationship with the Membership Services Manager regarding processing for advertising/sponsorship opportunities discussed during prospecting a new member
- Maintain a close working relationship with the Finance and Operations Manager for all new member payments, invoices, and transition to the subscription membership model
- Attend Ribbon Cuttings of members that have requested one during their sales process (so long as they meet the ribbon cutting requirements)

## EDUCATION & EXPERIENCE REQUIREMENTS

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- Bachelor's degree and/or 4 years of equivalent related experience
- Experience with the seven stages of the sales cycle
- Experience and proven track record of meeting sales goals and objective

## **SUPERVISORY RESPONSIBILITIES**

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- Not applicable

## **SKILLS & KNOWLEDGE REQUIRED**

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- Proficient in networking and customer service
- Proficient in Microsoft Office Suite
- Ability to work independently and in a team environment
- Ability to problem solve and take initiative
- Proficient with time management and juggling multiple competing priorities
- Strong organizational skills and detail oriented
- Exhibit sound judgment and display willingness to make decisions
- Possess unquestioned integrity and ethical standard
- Display contagious energy with a positive attitude

## **EXPECTATIONS**

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- Follow and exude the Chamber's Core Values
- Understand and abide by the Chamber's Policy Manual and Standard Operating Procedures
- Professional/business dress is required to represent the Chamber to its members and community members in a professional manner
- Maintain a neat and orderly workspace and common office areas
- Maintain a working knowledge of all Chamber programs, committees, and services
- Understand the value of membership/investment and can clearly articulate it
- Assist with membership recruitment, engagement, and retention (as a Chamber employee)
- Attend and assist at assigned Chamber events as needed and effectively network to encourage member conversations and retention
- Participate actively in staff meetings, planning sessions and retreats
- Participate actively in teambuilding events, offsite visits, civic engagement, and staff socials

## **COMMUNICATION**

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- Possess excellent communication skills, including verbal, written and interpersonal
- Understand and utilize the Chamber's style guide for all oral and written internal and external communication
- Review regularly Chamber social media and sponsored websites for updates and accuracy

- Follow the Chamber actively on social media
- Maintain a current LinkedIn Account to be used on the “staff” page of the website
- Communicate consistently and exchange information with team members, effectively and with correct information

## PHYSICAL DEMANDS & WORK ENVIRONMENT ---

### Physical Demands:

- While performing the duties of this job, the employee must be able to remain in a stationary position for extended periods of time and be able to move about inside the office to access office equipment/storage
- Operate a computer/PC and other office productivity equipment, such as a calculator, copy machine, printers and must have the ability to use hands to handle, control or feel objects or controls and reach with hands and arms
- Able to lift to 10 pounds and occasionally move objects up to 40 pounds
- Occasionally climb stairs, bend, squat, kneel, crouch, and reach above shoulders to access materials and/or documentation
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus to compare and distinguish accounting and administrative data
- Hearing ability to perceive the nature of sounds at a normal speaking level with or without correction. Ability to receive detailed information through oral communication and to make discriminations in sound.

### Work Environment:

- While performing the duties of this job, the employee is regularly working in a typical interior/office work environment
- Position may involve extended work hours including early morning and evening meetings
- The noise level in the work environment is usually moderate.

## TRAVEL ---

This position requires day travel within Bloomington/Normal and McLean County. May require travel which could include overnight stays. Must possess and maintain a valid driver’s license with access to reliable transportation.

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**REVIEWED & ACCEPTED**

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Name

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Date