



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

SUMMARY

Responsible for leading chamber member retention and engagement initiatives and activities. Manages the Chamber's New Member Journey, chamber membership renewal communication/outreach, and the chamber Ambassadors. Responsible for trade agreements, advertising sales, and new sponsorship development for featured events and programs. Oversees the coordination and production of the New Resident Kit and execution of Ribbon Cuttings.

PRIMARY RESPONSIBILITIES

- Develop and maintain good working relationship with all current Chamber Members, by promoting services and serving as a resource of information
- Review, plan, implement, execute, and fine tune the New Member Journey for first-year members; including sending out all Chamber Check-In Communications, tracking membership engagement with activities and programs; and adjusting the Journey as applicable.
- Work closely with the Membership Development Manager to ensure a smooth transition and on-boarding of all new Chamber members
- Oversees all Chamber Membership Renewal Communication and Outreach including but not limited to
 - Manage the drop member process by performing membership **AR** calls at 60/90/120 day cycles
 - Develop a "watch list" of issues from member discussions that should be reviewed with all team members and/or the Board of Directors
 - Record member interactions in Chamber Master that would be helpful in future sales, retention, or other team members to know
 - Develop strategies to meet retention goals which include fostering on-going communications and long-lasting relationships that are sharable with the Chamber's team, Ambassadors and Board of Directors
- Use and understanding Chamber Master, the Chamber's database management platform, for membership records, new journey tracking and finances
- Manage the Chamber Ambassadors, a group of 30 volunteers who assist with promotion of the Chamber, including their program of work and responsibilities, necessary training on Ambassador expectations and tracking their Ambassador activity
- Develop, retain, and pro-actively recruit Ambassador leadership and volunteers by maintaining and sharing an up-to-date ambassador job descriptions and following annual application process

- Responsible for overseeing and managing all Trade Agreements related Chamber activities
- Manages and oversee all Advertising Sales Opportunities for the Chamber, including setting and meeting sales goals and objectives
- Develops a sponsorship solicitation plan with the Program and Events Manager for new event sponsors as needed/budgeted, including and meeting sales goals and objectives
- Manages the coordination, compilation and production of the New Resident Kit that is distributed by the Chamber
- Manages the coordination and execution of Ribbon Cuttings for Chamber Members, with assistance from the Communications and Programs Coordinator
- Maintain a close working relationship with the Finance and Operations Manager for all renewal member payments, invoices, and transition to the subscription membership model
- Maintain a close working relationship with the Marketing and Communication Manager to develop advertising timelines, ad criteria for placement in Chamber communication materials, and Trade Agreement Details as applicable, etc.

EDUCATION & EXPERIENCE REQUIREMENTS

- 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
- Experience with volunteer management and oversight

SUPERVISORY RESPONSIBILITIES

- Oversee Chamber Ambassador Volunteers

SKILLS & KNOWLEDGE REQUIRED

- 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

- 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 ---

- 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 Linked In 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.

_____ **REVIEWED & ACCEPTED** _____

Name

Date