



## **Job Description Director of Membership**

The Director of Membership oversees the corporate partner sales and membership of the KCK Chamber as outlined below. This position is responsible for Chamber membership retention and recruitment programming and strategies, Partnership coordination and sales, and works with the Creative Team (President & CEO, Marketing & Events Director and Marketing Committee) on all marketing communications and branding strategy for the organization.

The Director of Membership should develop and maintain a collaborative working relationship between the Chamber and other business & member organizations, and foster a nurturing business environment for members. This position reports directly to the President & CEO of the Chamber.

### **Major Job Responsibilities:**

#### **Membership**

- Develop membership marketing plan to target new members, expand demographics, increase awareness, enhance involvement and boost revenue for the Chamber
- Schedule personal visits and meetings with potential chamber partners and members
- Close sales during on-site visits or through follow-up phone calls and written communication
- Achieve budgeted new membership revenue goals
- Manage annual membership renewal program and meet yearly revenue goals
- Coordinate and support all membership and partnership fulfillment and programs
- Assist Chamber members in taking full advantage of their membership
- Lead Ambassador Club and volunteer recruitment and service programs
- Manage Chamber's Ribbon Cutting program, activities and marketing
- Manage, recruit and communicate with Chamber Affinity Partners
- Oversee and manage chamber membership database

#### **Corporate Partnerships & Sales**

- Provide input for annual strategic partnership plan
- Manage execution of all Chamber partnerships, sponsorships and vendor proposals, sales, contracts and fulfillment. Serve as a support to the President & CEO
- Identify strategies to generate Chamber revenue from sponsorships, advertising sales, and events
- Provide support and input for the Chamber's membership and sales strategies

including member materials and sales presentations/proposals

- Staff liaison for Chamber partnerships and provide department updates during the Chamber's Board of Directors meetings as needed
- Coordinates with the President & CEO and Marketing & Events Director to ensure Partnership fulfillment of benefits package details
- Work with Membership Committee to achieve membership goals

**Other:**

- Conduct research and consistently monitor the market for new opportunities, best practices, and competitive threats
- Provide support for the Chamber's website including but not limited to Membership; making it easy to navigate, increasing online presence and opportunities to engage the Chamber's members
- Work across all departments to understand business objectives and create communications strategies to support organizational goals
- Maintain knowledge of goals, objectives and services provided by the Chamber
- Remain informed of member benefits and Chamber events in order to share with others
- Actively support, plan and participate in Chamber events and programs
- Understand and be prepared to communicate the value of Chamber membership
- Attend Chamber Board meetings, member meetings and programs as required
- Other duties as assigned

**Skills and Abilities:**

- Demonstrate effective written and verbal communications with an understanding of audience
- Demonstrates knowledge of all aspects necessary to ensure that marketing and communications functions are performed effectively, on time and within the budget
- Ability to work with volunteers, Board members and other internal and external teams
- Communicate in a strong, positive and effective manner both verbally and non-verbally
- Prepare budgets for approval, including those for funding and implementation of sales and member programs
- Prepare and present reports concerning sales activities and member events
- Locate, contact, and secure potential Members to the Chamber
- Provide Chamber Members with services and programs available through the Chamber
- Process all correspondence and paperwork related to membership at the Chamber
- Attend Board and Committee meetings, industry meetings, and civic events to gather information, promote services, expand network of contacts, and increase knowledge

**Qualifications**

- Bachelor's degree in Marketing, Business or a related field
- Minimum five years related experience working in an sales position with significant financial and strategic responsibility
- Chamber or membership organization/association experience highly preferred
- Prefer experience in corporate relations and sponsorship programming
- Experience working in a creative environment with several critical, overlapping projects and tight deadlines
- Must have strong computer skills including Microsoft Office and Adobe Creative Suite; and have a strong working knowledge of customer relationship management databases
- Must have a valid driver's license and provide own transportation
- Knowledge of the community is preferred
- The ability to perform in a fast paced, collaborative environment
- Excellent organizational and problem solving skills
- Professional presence, excellent communication and presentation skills, and strong interpersonal skills
- Ability to work some evenings and weekends associated with various chamber events

**Compensation:**

This is an exempt salary position plus incentives with full benefits.