

**DEKALB CHAMBER OF COMMERCE
JOB DESCRIPTION**

POSITION TITLE: Membership Development Director

REPORTS TO: President/ VP of Operations

DEPARTMENT: Operations/ Membership

GENERAL SUMMARY: This position is responsible for increasing revenue for the Chamber thru selling and retaining memberships, sponsorships, as well as keeping positive ongoing relationships with members to keep them engaged and informed about the benefits of their Membership with the DeKalb Chamber of Commerce. This person will create a personalized membership strategy that will show a pathway to success based on their professional experience. The chamber is seeking a highly energized professional with an entrepreneurial spirit; that will need to perform with little supervision, adhere to timelines and be results driven.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Meet with potential members about benefits of Chamber membership.
- Sell new memberships (minimum quota \$5000/6-10 members)
- Assist operations team in retaining, renewing member dues from prior years.
- Answer in bound calls from potential members and provide information on Annual member investment, prospect information, activity preference requests, etc.
- Respond to all online membership inquiries and referrals
- Support staff for chamber membership engagement committee
- Sell Sponsorships (for specific events/programs)
- Seek, manage and track member feedback as a tool to continuously improve the member experience and ensure a positive return on their membership investment..
- Plan and facilitate *New Member Orientation Luncheons, Breakfast Meetings*, and other membership related meetings and events
- Assist or lead Chamber Annual Meeting, Golf Classic, and Business APEX Awards
- Assist and/or lead programs with the Chamber Young Professionals group and the Women Executive Leaders of DeKalb

- Attend monthly/bi-monthly assigned chamber committee meetings
- Help prepare for all chamber board of director and executive committee meetings
- Help to lead and manage the Chamber's membership campaign
- Manage all leads and sales in the ChamberMaster a chamber focused Customer Relationship Management (CRM) tool
- Assist in member retention efforts helping the chamber to maintain an 80% retention rate
- Serve as staff liaison for the Small Business Council and Member Engagement Committee
- Assist with all chamber programs as assigned by the Chamber President
- Work closely with the Communications and Marketing team.

EDUCATION AND EXPERIENCE:

Minimum qualifications include a bachelor's degree from an accredited college or university. Strong verbal, written communication and listening skills are required.

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to organize and prioritize
- Strong interpersonal skills
- Self-motivated
- Strong sense of community awareness
- Ability to effectively interact with a variety of people
- Sales experience is required
- Microsoft office
- Some small lifting and assembling of marketing collateral
- Graphic design and Wordpress experience is desirable but not required
- Demonstrate professional maturity, creativity, objectivity, good judgment, and excellent decision-making and problem-solving skills.
- Must be flexible (must have the ability to work some early mornings, evenings and weekends, as needed, to support chamber programs and activities).