CARROLL COUNTY CHAMBER
WHERE BUSINESS IS ROOTED

MEMBER ENGAGEMENT & PROGRAMS MANAGER

Position Title: Member Engagement & Programs Manager
Reports to: Director of Operations & Programs
Hours: Full-time, with occasional early mornings and late evenings

The Carroll County Chamber of Commerce is Carroll County's leading business organization, representing more than 600 member businesses and organizations. Its mission is to foster economic prosperity by serving as the voice of business, building cooperative partnerships, and enhancing the success, growth, and vitality of Carroll County's business community.

Position Overview

The Member Engagement & Programs Manager strengthens relationships with Chamber members, advances membership growth and retention, manages member communications, and leads assigned programs and events. Reporting to the Director of Operations & Programs, this position exercises independent judgment, builds community partnerships, and delivers an exceptional member experience.

Key Responsibilities

Member Engagement, Retention & Recruitment

- Lead the Chamber's Member Care and Retention Plan; monitor engagement, satisfaction, and retention goals.
- Build relationships through member visits, outreach, feedback, and responsive service; identify and address retention concerns.
- Support membership recruitment through prospect outreach, referrals, and Board- and Ambassador-led initiatives.
- Manage new-member onboarding, Chamber 101, and ongoing engagement opportunities; coordinate accurate member records with staff.
- Guide Chamber Ambassadors and volunteers in supporting member engagement and recruitment.

Programs & Events

- Lead planning, implementation, and evaluation of Junior Chamber, LIFT, Coffee & Conversation, and other assigned programs.
- Manage assigned networking events, ribbon cuttings, breakfasts, and luncheons, including speakers, logistics, volunteers, and participant experience.
- Oversee assigned program budgets, sponsorship fulfillment, timelines, and outcomes in coordination with the Director.
- Oversee assigned Chamber councils, coordinating activities, supporting leadership, and encouraging member engagement.
- Support signature events, Leadership Carroll, and other initiatives as assigned; coordinate administrative support with appropriate staff.

Communications & Marketing

- Manage member communications, newsletters, email campaigns, website content, social media, and the communications calendar.
- Write and edit press releases, member features, promotional materials, and digital content; develop graphics consistent with Chamber branding.

- Ensure communications are timely, accurate, professional, and aligned with organizational priorities; assess effectiveness and recommend improvements.

Collaboration & Organizational Support

- Collaborate with the Director of Operations & Programs, President/CEO, and Chamber staff to advance organizational priorities and ensure effective coordination of member services, programs, and events.
- Represent the Chamber professionally with members, volunteers, business leaders, and community partners; support related initiatives as assigned.

Experience & Qualifications

- Bachelor's degree in a relevant field preferred; equivalent professional experience considered.
- Three to five years of relevant experience preferred in member relations, communications, marketing, program or event management, or community engagement.
- Demonstrated ability to independently manage projects, programs, budgets, relationships, and competing deadlines.
- Excellent written and verbal communication, organizational skills, sound judgment, and attention to detail.
- Proficiency with Microsoft Office, Canva, social media, and digital communications tools; website, email marketing, CRM, or ChamberMaster experience a plus.
- Experience with chambers, nonprofits, membership organizations, or the Carroll County business community desirable.

Accountability and Evaluation

The Member Engagement & Programs Manager is accountable for membership engagement and retention, recruitment and onboarding support, assigned programs and budgets, and effective Chamber communications. Performance will be evaluated through measurable goals, member experience, program participation and results, communication quality, initiative, and collaboration. A formal evaluation is conducted annually.

Reporting and Authority

The position reports directly to the Director of Operations & Programs and does not include direct staff supervisory authority unless specifically assigned by the President/CEO.

Compensation

Full-time, salaried position with compensation and benefits commensurate with qualifications and experience, including an annual performance-based bonus opportunity tied to established goals.

Information Submittal:

Interested candidates should submit a resume, brief professional biography, statement of qualifications, and salary requirements to:

Rhyne Owenby, IOM, GCCE
President/CEO
Carroll County Chamber of Commerce
rhyne@carroll-ga.org