

**Membership and Operations Director**

**Organizational Background:**

The Perry Area County Chamber of Commerce is a highly recognized and high-performance community organization that aims to address its members needs while enhancing the local community. Comprised of over 500 members, the Chamber proudly serves the Perry, Houston County, and Middle Georgia area.

**Description:**

Responsible for new member recruitment for the Chamber, as well as managing engagement and retention efforts. This position reflects the importance of recruiting, retaining, and engaging our members in the activities of the organization. This includes working with the President/CEO, Membership Services sub-committees, Diplomats, staff, and other committees who can aid in achieving membership goals. Customer/member relations, database integrity/accuracy, member engagement tracking, and member communications are managed by this position and are key components to achieving these goals.

**Objectives**:

* Recruitment of new members to the organization by identifying individuals, companies or industry sectors that are not currently members; cultivating relationships; and converting those prospects into dues-paying members.
* Managing retention efforts of existing members by ensuring that current members have opportunities for engagement, are communicated with on a regular basis, and are receiving value for their membership dues.
* Identifying and implementing new programs and services that will be beneficial to members.
* Engaging members as volunteers to assist in the mission of the Chamber.

**Responsibilities and Duties:**

* **New Member Recruitment and Sales**
  + Handle and respond to all membership inquiries. Provide membership information, send appropriate follow-up communication, and close sale.
  + Maintain a prospective member database (within ChamberMaster) and keep information current; invite prospective members to Chamber activities, when appropriate.
  + Report to President on calls, leads and status as it related to membership goals.
  + Manage targeted membership recruitment efforts as part of overall new member sales goals.
  + Based on needs of new member, present all advertising, and sponsorship opportunities to the President/CEO.
  + Process all new member applications.
  + Provide appropriate follow-up to new members to ensure they are aware of the Chamber’s membership offerings and opportunities.
  + Coordinate with the Communications Specialist the welcome letter/email, as well as processing of all New Member Packets and emails to communicate use of online services and database login.
* **Membership Programs/ Benefits/ Activities/ Events**
  + Serve as staff liaison to the Diplomats, LEADS, and NOW Committees, as well as any other task force or committees assigned by the President/ CEO.
  + Plan committee meetings and events, maintain committee meeting minutes and agendas, as well as maintain committee information in database.
  + Assist coordinating all ribbon cuttings and groundbreaking ceremonies with the Event Coordinator
  + Work with outside organizations such as but not limited to SBDC, CGTC and MGA to help develop resources that benefit members’ businesses and professional development.
  + Working with Chamber President/ CEO, assist in evaluating potential new member benefit programs and partnerships.
* **Membership Retention**
  + Supervise retention program for first year members, as well as all retention efforts.
  + Establish goals for renewals in conjunction with annual budgeting.
* **Administration**
  + Coordinate all aspects of A/R, including but not limited to, member billing, statements, payment reconciliation.
  + Review and approve all Job Postings and Hot Deals in ChamberMaster on a daily  
    basis, as they are added by members.
  + Prepare membership statistic reports for monthly board meetings.
  + Prepare and send all membership renewals and manage the 30, 60, 90 days payment system.
  + Assist in the creation and update of membership marketing material e.g. letters, new member welcome packets, newsletter materials, fact sheets, membership directories, member questionnaires and brochures, etc.
  + All other responsibilities as assigned by the President/ CEO.

**Work Environment:**

Majority of duties will be performed in and from the Chamber’s office during regular business hours. At program and event peak times, the position will be required to cover hours outside of the typical work week and work hours. Some travel and work off-site will be required, as well as work on evenings, and occasional weekends for events.

**BASIC REQUIREMENTS:**

* Minimum of three years direct sales/fundraising experience
* Previous management/supervision experience
* Excellent organizational and leadership abilities.
* Outstanding communication and people skills.
* In-depth knowledge of diverse business functions and principles (e.g. human resources, finance, customer service etc.).
* Working knowledge of data analysis and performance/operation metrics.
* Familiarity with MS Office and various business software (e.g. CRM)
* Bachelors degree in related field **or** equivalent combination of business education and/or experience
* Reliable transportation to arrive at work
* Ability to occasionally lift and/or move up to 40 pounds

**Reports to:** President/CEO

**Benefits:**

* 401(k)
* 401(k) matching
* Cell phone reimbursement
* Mileage reimbursement
* Paid time off

**Schedule:**

* Monday to Friday