



Membership Director Job Description

Reports to: Chamber President

General responsibilities

Plans, directs, coordinates, and administers membership acquisition, renewal, and benefits program for institution by performing the following duties personally or through subordinates.

Essential job functions include, but are not limited to:

Establishes short-range and long-range goals to achieve Chamber institution membership objectives.

Develops and implements individual and corporate membership acquisition strategies, such as on-site and Internet membership programs.

Develops and implements strategies for renewing annual support of current members.

Evaluates effectiveness of strategies, such as fee and membership category structures, services, materials, benefits, and policies relating to retention of current members and acquisition of new members, and recommends changes as appropriate to attain goals.

Processes new and renewed memberships and distributes member benefits materials.

Manages membership services, benefits, and policies.

Plans and directs membership campaigns, events and ribbon cuttings.

Produces membership lists for use in institution publications.

Actively participate in the planning, organization and implementation of the Chamber's annual signature events.

Any other duties as designated by the Chamber President.