



## **Membership Engagement Coordinator**

**Employee Classification: Full-Time**

**Date: 2/2021**

**Reports to: President & CEO**

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### **Job Profile**

The Membership Engagement Coordinator is responsible for developing and maintaining relationships with current and future Chamber Members. This crucial position within the Chamber helps to identify prospective members, as well as implements and monitors a retention plan for all existing members to ensure consistent engagement and renewal. The Membership Engagement Coordinator helps to promote Chamber programs and relevant information that benefits the Clayton business community, encourages member involvement at each level of the member experience, and coordinates ribbon cuttings upon request. The Membership Engagement Coordinator assists with the planning and coordination of all Chamber events, and helps to maintain the Chamber Member database.

### **Essential Duties/Responsibilities**

- Serve as a point of contact in customer service for all members.
- Encourage member engagement through ongoing contact and relationship building with Chamber members.
- Identify prospective members and encourage them to join the Chamber.
- Assist with establishing, implementing, and tracking the Chamber's retention plan.
- Use Chamber affinity programs as a retention tool.
- Schedule, coordinate, and promote Chamber members' ribbon cuttings.
- Schedule, coordinate, and promote the new member orientation, *Chamber 101* twice per year.
- Send new member packets with letter from President & CEO each month.
- Manage aged receivables and direct regularly scheduled retention communication efforts.
- Serves as primary contact for members who are interested in connecting with or serving on Chamber committees.
- Assist with updating the Chamber's database/making corrections to members' information as needed.
- Manage the Ambassador Committee/ leading monthly meetings, and preparing reports as needed.
- Attend and assist with the planning and coordination of monthly, quarterly, and signature Chamber events.
- Manage the Chamber's online events calendar.
- Work closely with President & CEO to develop a marketing strategy for events.
- Assist in preparing communications materials including, but not limited to, weekly e-newsletter, membership brochure, event flyers, social media, press releases, and website.
- Assist with updating content and graphics on the website.

## **Education/Experience**

- Bachelor's Degree required; some relevant experience preferred.
- Working knowledge of sales in a membership organization is required.
- Extensive experience with personal computers in a Windows® environment.
- Proficient in use or able to acquire skills in MS Office suite and Adobe Creative suite.
- Proficient in database management.

## **Competencies**

- Deliver exceptional customer service to members, partners, and community leaders.
- Demonstrate excellent written and oral communications skills.
- Anticipate and effectively deal with many details with concurrent and overlapping deadlines for completion.
- Work effectively under above average pressure.
- Complete work on time and as scheduled; is self-motivated.
- Demonstrate organizational and problem-solving skills.
- Demonstrate ability to work independently as well as within a team environment.
- Maintain and portray a positive attitude and appearance.
- Assist when needed outside the normal scope of responsibilities (i.e., events, administrative tasks, etc.). Working before hours and after hours will be necessary at times.

Email cover letter and resume to Valencia Williamson at [vwilliamson@claytonchamber.org](mailto:vwilliamson@claytonchamber.org) by March 19, 2021.

*Founded in 1953, Clayton County Chamber of Commerce is a member-based nonprofit organization dedicated to making Clayton County the ideal place in Metropolitan Atlanta to live, work, and play. As the county's largest business voice, Clayton County Chamber of Commerce promotes business growth and enhances the quality of life through economic prosperity. Our mission statement is to promote business, drive economic development, and serve as a catalyst to elevate quality of life in the community and region. For additional information, please visit [www.claytonchamber.org](http://www.claytonchamber.org).*