



Job Description

Position Title: Membership Director

Reports to: President/Executive Director, Greene County Chamber of Commerce

Summary of Position:

Responsible for all activities related to recruiting new members, sustaining, and retaining existing members of the Greene County Chamber of Commerce. Also responsible for all major sales activities such as sponsorships, and any other sales activities as directed by the President/Executive Director. The Membership Director is also responsible for all member communications, coordination of events and promotion of Chamber activities, programs, and initiatives.

Responsibilities

Sales:

- Prepare sales packages, compile list of new businesses from entire county, make cold calls and follow-up calls.
- Receive new member applications and changes in membership information; input all new member and existing member changes into all Chamber databases including website, accounting, and any other necessary databases – Operations Director can assist.
- Create member files.
- Create and mail member renewal thank you letters with the assistance of the Operations Director.
- Encourage membership participation in Chamber events and committees, with the assistance of the Operations Director.
- Submit weekly updates to media on new members, this is included in the Weekly Newsletter.
- Submit updates on new members and existing members on all social media platforms.
- Assist in planning and implementing membership drives and marketing for membership.

Advertising Sales:

- Selling advertisements for any printed publication such as the Membership Directory (currently Metromedia takes care of, but the Membership Director can assist in promoting), and for any digital publication such as the weekly e-newsletter, Chamber website, etc.

Sponsorship Sales:

- Acquire sponsors funds for all Chamber events.
- Acquire sponsors for all Chamber special events.
- Acquire new annual partners and upsell existing annual partners to higher levels.

Chamber Program Sales :

- Marketing and sales of all Chamber programs including Chamber trips, Advertising plans, and other Chamber programs.
- Marketing and sales of all Chamber member benefit programs including EAP program, health insurance plans, and all other Chamber programs.

**Rétention :**

- Follow up contact with current members on a regular basis to ensure renewals will be made at the appropriate time. This includes Social Media Member Highlight posts, shared on all our social media platforms.
- Communicate with and service the ongoing requests and needs of the membership.
- Responsible for sending invoices and organization verification reports to the membership on an annual basis at time of membership renewal. The Operations Director assists.
- Retention of Late Accounts — Follow up on late accounts with letters, phone calls, visits and 30, 60, 90-day invoices as per Chamber retention plan. The Operations Director assists.

Member Orientation, Communication, Benefits, Events Coordination:

- New Member Orientation — schedule new member orientation meetings and benefits review.
- Insurance Programs — assist with implementation and promotion of Chamber insurance programs for members.
- Ribbon Cuttings/Groundbreakings — Coordinate all ribbon cuttings and groundbreakings for Chamber members, to include notification of Chamber board and materials needed for the event. Provide ribbon cutting information for all Chamber promotional outlets.
- Participate in Membership Committee activities as appropriate.
- E-newsletter and E-mail blasts - acquire all information, design, assemble and send out weekly e-newsletter and all e-mail blast communications from the Chamber.
- Schedule, coordinate, plan and execute all membership benefit functions such as Business After Hours, Women In Business, Network Before Nine, and any other Chamber functions/events.
- Represent Chamber at events as needed by Chamber President/Executive Director.

Community Relations:

- Serve as an ambassador for the Chamber of Commerce to enhance visibility and promote it as a vital function of the business community.

Additional Duties:

- Answer phones at the Chamber Office when working at the office.
- Greet and provide service to visitors to the Chamber Office when working at the office.
- Any other additional duties as assigned by the President/Executive Director.

Qualifications/Skills Required

- Sales experience
- Social Media (Facebook, Instagram, all aspects of social media experience)
- Website Experience
- Aggressive and Personable
- Appropriate Telephone Skills
- Professional Appearance
- Working knowledge of Greene County
- Working knowledge of computers. Quick Books knowledge/experience is helpful.
- Typist
- Organizational Skills
- Must be a Team Player



Terms of Employment

90-day probation period; at will position by virtue of state law.

Specific Items for Attention

- Readiness to work
- Punctuality (ready to work at start time)
- Absence from workstation
- Missed days
- Excessive non-work-related talk, coffee breaks, or other non-authorized activities

Work Habits

- Completes work:
 - On own initiative
 - On time
 - With few errors
 - Neat
 - Finish related details (i.e., record keeping, file, etc.)

Take Initiative

To start work

- To set work that needs to be done
- On other work that needs to be done
- To make suggestions for improving procedures, etc.

Housekeeping

- Keep own workstation & area clean and neat
- Contribute to the orderly maintenance of the office by returning materials to their proper storage place, etc.
- Replace or order workplace stock