

Job Title: Springfield Regional Chamber of Commerce Director of Membership Development
Reports To: President
Type: Full time / exempt

Job Summary:

Responsible for ensuring the continuous and steady growth of the Chamber's membership by building and maintaining a comprehensive and aggressive membership recruitment, retention and service program. Responsible for achieving membership recruitment and retention goals as mutually agreed with the President and established in the Strategic Plan by the Board of Directors. Develop and manage programs and services that grow member businesses, increases the Chamber's membership and overall retention of members, and services member needs.

Essential / Primary Duties and Responsibilities:

- Sales of membership to non-members and retention of existing members are the key functions of this position
- Develop and implement effective proactive membership recruitment and retention programs, strategies and guidelines to ensure the achievement of the pre-determined goals of membership sales as set with the President and established in the Strategic Plan
- Working with other chamber of colleagues and state and national chamber organizations, continuously seek new and improved approaches for enhancing the Chamber's recruitment and retention effort.
- Secure sponsorships for assigned programs, events, and other related activities and ensure fulfillment of benefits.
- Manage existing member benefits programs and recruit and manage new benefits including identifying and implementing non dues revenue/affinity programs
- Maintain membership database including, but not limited to, entering new member applications and updated membership information
- Working with the President, identify and develop programs, services, and benefits that will create additional value for current and prospective members leading to increased satisfaction and retention
- Working with the Vice President of Marketing and Communications, develop and coordinate development of sales kits, marketing materials, etc. related to sales and retention efforts and supporting the development and publication of annual Membership Directory.
- Coordinate with other chamber staff and schedule, promote and set up ribbon cuttings and grand openings
- Working with other chambers of commerce colleagues and state and national chamber organizations, continuously seek new and improved approaches and identifies best practices for enhancing the Chamber's membership recruitment and retention efforts as well as its dues structure.
- Manage the accounts receivables for membership and the collection process with a focus of membership retention
- Analyze and interpret needs of members and recommend revisions in programs, services and member benefits that will add value to the membership
- Build strategic relationships, partnerships and alliances with organizations such as SCORE, MSBDC, SBA to support small business growth
- Provide event support as needed to support membership satisfaction, growth and retention
- Perform other duties as required and identified in the Strategic plan

Committee Responsibilities:

- Provides professional staff support and leadership, including the preparation of agendas, minutes and other materials and performs duties specifically related to the following committee and groups:
 - Ambassadors
 - Small Business Council
 - Minority Business Council
 - Others as developed/needed

Financial Management / Recordkeeping:

- Ensures all members are invoiced in a timely manner
- Contact all delinquent members per accounts receivable policy
- Creates and presents to the President a monthly membership and aging report
- Operates within the budget presented and adopted by the board of directors
- Supervises and maintains all membership records
- Maintain copies of all contracts, invoices, receipts, etc. for items relating to membership

Basic Skills:

- Proven sales experience
- Must be self-motivated
- Organizational/ management/ time management skills
- Ability to work effectively both independently and in a team environment
- Must be able to work a nontraditional schedule
- Ability to coordinate multiple activities and meet deadlines
- Strong verbal and written communication skills, negotiation and leadership skills, advanced computer skills, experience with database programs, and use of social media
- Excellent customer service skills and ability to motivate volunteers
- Attention to detail
- General knowledge of budget management
- Have a valid Massachusetts driver's license

Minimum Qualifications and Education Required:

- Minimum of Associate's degree with Bachelor's degree preferred
- Two years of sales experience and/or experience in Chamber or related field preferred
- Must be able to get along with and work successful with coworkers, committee members, board of directors, and general business community and to participate in all aspects of the Chamber's daily operation
- Must possess a strong ability to reason quickly and be able to shift attention to priority situations as necessary
- Must be comfortable with networking and social media

Physical Requirements:

Work requires sufficient physical stamina and strength for:

- Constant sitting to perform daily tasks; walking to retrieve information; frequent standing, sometimes for extended periods especially at Chamber events.
- Frequent squatting, reaching above shoulder, and twisting to file documents and lift supplies and material; occasional bending, kneeling, climbing, balancing, and reaching below shoulder to store documents, material, and supplies
- Constant light grasp, fine manipulation, and handling to perform daily duties; occasional firm grasp to safely use equipment
- Frequent lifting, carrying, pushing, pulling, and lifting of up to thirty (30) pounds to move material and supplies within office and at Chamber events.

Salary:

- A competitive salary with aggressive commissions and an excellent benefit package

How to Apply:

- Send cover letter and resume to:

Nancy Creed, President
Springfield Regional Chamber
1441 Main Street
Springfield, MA 01103
creed@springfieldregionalchamber.com
Fax: (413) 755-1322
No phone calls please