



Prattville Area Chamber of Commerce

Membership Director

The Membership Director is responsible for sales of new memberships to increase membership growth, retention of existing members and securing sponsorship and financial support for the Chamber. In addition, this position is responsible for maintaining a comprehensive and aggressive membership recruitment, retention and service program. This position reports to the President of the Chamber.

DUTIES AND RESPONSIBILITIES

Membership Sales

- Responsible for membership sales by identifying businesses in key industry sectors for Chamber membership and communicating the benefits of the Chamber
- Manage programs and services that grow member businesses, increase the chamber's overall retention, and service member needs.
- Directs an aggressive member retention program ensuring the achievement of the goal of a high retention rate.
- Contacts in a timely basis and works with current members whose accounts are past due or who do not wish to renew with emphasis on encouraging renew.
- Responsible for achieving revenue goals set forth in the Chamber budget approved by the Board of Directors.
- Ensure that all sales processes are integrated and support the strategic plan objectives.
- Develop and implement a plan with measurable goals that assist in both retention of current members and the recruitment of new members with guidance of best practices within the Chamber industry.
- Responsible for securing and maintaining member participation in the chamber's Chamber Champions Sponsorship Program as well as other programs and events that generate non- dues revenue.

Financial

- Receives, generates, processes and otherwise utilizes continuous and current financial reports generated from the Chamber membership database to maximize revenues for the Chamber
- Compiles timely, accurate membership reports and other reports as required
- Uses internal reports and collects data from external sources in order to establish benchmarks and guidelines in the development of membership revenue-enhancement plans for the Chamber.

Member Services

- Make extensive use of Chamber's membership database to record member contacts, sales calls phone contacts, email contacts, referrals and all other pertinent member account information.
- Maintains a current, accurate database of members
- Utilize professional and effective oral, written, and listening communication skills in order to provide exceptional service to Chamber members,
- Coordinates member visits throughout the year
- Oversees the Chamber Ambassador program

Other Duties & Responsibilities

- Performs various other assignments and duties as assigned by the President

POSITION REQUIREMENTS

- Undergraduate level degree in Business or related field preferred.
- Minimum of two years' experience in sales; Chamber or association experience preferred.
- Must be results oriented and be accountable for measurable goals.
- Must have strong computer skills, including proficiency with Microsoft Office and Excel. Familiarity with database management is preferred.
- Must possess strong verbal and written communication skills, good decision-making skills and excellent interpersonal, organizational, multi-tasking and time management skills. Must be a self-starter and must be able to work well in and contribute to a team environment.
- Must be able to portray a professional image within the organization and with the public through conduct, attitude and dress. Has frequent contacts with Chamber leadership, chamber membership, community leaders and elected officials. Maintains a professional demeanor and provides accurate, timely information to all contacts.
- Must be available for Chamber and Community events outside of normal business hours. Mileage will be reimbursed at the IRS approved rate for use of personal vehicle for job related or out of town travel.
- Requires normal physical stamina.