



JOB DESCRIPTION

POSITION: *Membership Marketing Director*

Stanly County Chamber of Commerce

Position Status: Full time - Exempt

ACCOUNTABLE TO: President/CEO

GENERAL DESCRIPTION: *Oversees the planning, development and implementation of Membership initiatives and strategies for the Stanly County Chamber of Commerce (SCCoC), under the supervision of the President/CEO. The Membership Marketing Director is responsible for SCCoC membership recruitment, retention, and associated membership programs. This includes marketing, communications and public relations of membership programs. The Membership Marketing Director works with the CEO in the development of non-dues revenue programs and value added membership programs. This is a professional position that supports the President/CEO, the SCCoC staff with assigned projects and tasks, and other duties as assigned. The Membership Marketing Director will represent the chamber's mission as a catalyst for collaborative economic development as needed.*

ESSENTIAL AREAS OF RESPONSIBILITY

Customer Service

- Provide professional, courteous, and knowledgeable image to membership, public, and staff at all times.
- Assists SCCoC staff in receiving and directing incoming messages, calls, and visitor traffic.
- Supports agencies overall mission and values.

Membership and Membership Marketing Duties

- Assists in the design, production, and dissemination of SCCoC collateral materials (within budget parameters), for SCCoC Membership, and associated activities & events
- In conjunction with the **SCCoC Membership Chair**, coordinates and prepares SCCoC membership packets
- Informs and updates SCCoC staff and Leadership Board regarding membership packet info, membership recruitment and retention strategies, and other membership activities
- Responsible for membership letters of welcome, retention/renewal, thank you & future invitations
- In conjunction with SCCoC staff, prepares monthly report for membership data including yearly tracking & retention statistics
- In conjunction with the **SCCoC Membership Chair**, plans and executes Chamber Ambassador recruitment, orientation, programs & recognition
- In conjunction with the **SCCoC Membership Chair**, plans and executes Chamber 101 Programs, New Member On Boarding, etc.
- Seeks to promote and advance reciprocal membership and marketing strategies
- Develops and maintains a Membership Plan with measurable goals for SCCoC Membership programs, activities, and events including but not limited to: Ambassador Membership (past, current, and prospective); Stanly County Managers Association (SCMA); SCCoC events and

partner events

- In conjunction with the **SCCoC Membership Chair**; develops and executes a “membership care plan” for existing members that includes clearly defined membership benefits for both existing and prospective members (membership surveys, follow up contacts / visits, etc.)
- Seeks out new / developing / growing businesses for SCCoC membership
- Motivates and inspires volunteers

Communications

- Maintains professional communications on behalf of SCCoC via all media platforms
- Compiles, collects, and shares member info and/or requests for periodic e-news, social media, etc. with CEO
- Manages communication and information gathering from membership through online surveys
- Oversees membership communication (recruitment of prospective members, new members, renewing members, and former members)
- Manages communication for all assigned programs regarding meetings, minutes, agendas, etc. (Membership, Ambassadors)
- Assists the CEO with media contacts to request coverage (photographic & written via print or web) for SCCoC events, membership programs, to include (Ribbon Cuttings, Business Before / After Hours, Grand Openings, Ground Breakings, Annual Meeting, Legislative Breakfast, etc.)
- Attends and disseminates SCCoC information at monthly / periodic business association and community stakeholder meetings as directed

Electronic Record-Keeping & Database Management

- Maintains electronic records for financial activities of all events, (invoices, budgets, and profit / loss reports, etc.)
- Creates and maintains current membership database with demographics and analysis of annual revenue comparisons for new and renewing membership
- Maintains current database for all media contacts
- Provides SCCoC staff with membership information (New & Renewing) as needed for WebLink Membership Directory listings
- Assists SCCoC staff with producing an Annual Buyers' Guide / Membership Directory / Discover Stanly publication(s)

Financial Management

- Assists **CEO** to plan & execute member program budgets
- Collects and receives payments from Members & the public for dues, events, etc.
- Assists in WebLink database duties as requested and/or needed
- Assists with maintaining Membership Reports for current dues status, delinquent dues, invoices and statements for dues, and related income activities

Event Management & Production

- In conjunction with the **SCCoC Membership Chair, & CEO**, manages SCCoC Membership Programs/Events including but not limited to the following: Annual Meeting, Business After / Before Hours, Golf Tournament, Ribbon-Cuttings, Ground-Breakings, Membership Drives / Fundraisers, Ambassador Programs, etc.
- Event management will require some additional and/or not regularly scheduled hours

Other Duties

- Serves as clerk & recorder of minutes for the Leadership Board
- Participates in conferences and training as directed
- Position requires meetings and activities outside of regular work hours; must be flexible
- Assists the President/CEO with other duties as assigned

SCCoC Membership

Membership recruitment and retention is a primary part of all jobs at the chamber. As a membership organization, it is essential that all staff be well versed and prepared to present membership information to all members and prospects

NON-ESSENTIAL AREAS OF RESPONSIBILITY

Inventory Control & Mail Processing

- Assists in ordering office supplies, equipment and other purchases as needed
- Daily mail service

Qualification Requirements / Performance Standards

- Strong communication skills, both verbal and written
- Excellent listening and professional customer service skills
- Ability to prioritize and manage multiple tasks with strong organizational skills
- Ability to work in a dynamic team environment
- Professional appearance and demeanor
- Ability to be flexible and accept new responsibilities
- Experience in non-profit organization fund raising & event planning a plus
- Ability to move and/or lift up to 25 lbs
- Reliable transportation and valid driver's license
- Own cell phone; SCCoC to provide monthly stipend
- Proficiency in utilizing the internet, Microsoft Word, Excel, PPT, Publisher, Google Drive and Google Mail, and social media in a professional setting
- Flexible with schedule
- Requiring at a minimum Associates Degree, plus 3-5 years of full-time experience in marketing/communication, public relations, advertising or related field
- Prefer a Bachelor's degree in Marketing, Communication, Business, Journalism

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