Membership Engagement Coordinator

TIABC Contract Posting

The Tourism Industry Association of British Columbia (TIABC) is seeking an energetic and experienced **Membership Engagement Coordinator** to oversee the organization's membership activities. This is an independent contractor role that is **primarily remote, with occasional in-person meetings and member events**. It is an ideal opportunity for someone who already operates their own business or consulting practice, or for someone who is ready to establish one. The successful consultant will play a central role in supporting member growth, engagement and retention across TIABC's provincial membership.

The Membership Engagement Coordinator will be responsible for attracting, engaging and retaining members while ensuring they understand the value of TIABC and have meaningful opportunities to participate in the organization's work.

The role combines relationship management, membership administration, communications, data management and member-focused event coordination. It requires someone who can build strong professional relationships while maintaining the systems, records and consistent follow-up required to support a provincial membership organization.

Key Responsibilities

Membership Strategy, Growth and Retention

- Work with the CEO to develop and implement TIABC's annual membership strategy.
- Establish and monitor membership growth, engagement, retention and renewal goals.
- Identify and engage prospective members across British Columbia's tourism industry.
- Develop retention strategies and review reasons for non-renewal.
- Review membership rates annually and recommend changes to the CEO.
- Work with the CEO to develop revenue-generating products and services that increase member value and support TIABC's financial sustainability.

Member Relations and Engagement

- Serve as a primary point of contact for members and prospective members.
- Build and maintain strong relationships with members throughout British Columbia.
- Conduct regular member outreach to understand priorities, concerns and opportunities.
- Connect members with relevant TIABC resources, programs, partners and contacts.

- Create opportunities for members to participate in consultations, roundtables, webinars and other TIABC initiatives.
- Recognize and celebrate member achievements and contributions.

Membership Administration

- Manage membership applications, membership categories and new member onboarding.
- Coordinate the annual renewal process and follow up on outstanding renewals.
- Maintain accurate membership records, contact information, billing details and engagement history.
- Keep membership eligibility requirements, rates and related information current.
- Prepare regular reports on membership growth, retention, engagement, representation and revenue.
- Provide membership revenue and expense information to support annual budgeting.
- Attend all virtual Membership & Communications Committee meetings and keep the committee informed through a monthly membership report and regular updates on membership activities, trends and priorities.

Member Communications

- Coordinate member notices, updates, campaigns and other member-focused communications.
- Contribute member stories, priorities and content ideas to TIABC's social media planning.
- Maintain and update the membership pages of the TIABC website.
- Maintain accurate member lists and segmentation information for targeted communications.

Member Benefits and Services

- Maintain and communicate TIABC's membership benefits, services and opportunities.
- Review existing benefits and recommend ways to strengthen member value.
- Respond to questions about membership, TIABC activities, advocacy and available services.
- Gather member feedback and identify opportunities for new or improved offerings.

Member Events

- Coordinate and support TIABC member events, including meetings, webinars, roundtables, receptions and networking activities.
- Coordinate member invitations, registration information, communications and follow-up.
- Work with TIABC staff, contractors and partners to ensure member events are well organized and reflect member interests.
- Support the coordination of TIABC's BC Tourism Industry Conference (BCTIC) by participating in planning and program meetings and working alongside the CEO, the conference planning committee and TIABC's contracted event planning team. This role supports TIABC's internal coordination and member engagement related to BCTIC, but is not responsible for detailed event planning, logistics or production.

The Ideal Candidate Will Bring

- Experience overseeing membership growth, engagement, retention, renewals and member services.
- Strong relationship-building and member service skills.
- Experience coordinating member communications, surveys and outreach activities.
- Strong organizational skills and the ability to manage competing priorities and deadlines.
- Experience maintaining membership databases, contact records or customer relationship management systems.
- Experience updating website content and maintaining accurate online information.
- The ability to analyze membership information and make practical recommendations.
- Strong written and verbal communication skills.
- Sound judgment when handling member concerns, confidential information and sensitive matters.
- The ability to work independently and communicate consistently in a remote working environment.
- A high level of proficiency with technology, including Google Workspace, spreadsheets, virtual meeting platforms and website content management systems.
- A willingness to learn and use new technologies and platforms.
- A relevant combination of education and experience in membership services, association management, communications, business administration or a related field.

Nice-to-Haves

- Experience working within a membership-based organization, professional association or industry association.
- Experience working within British Columbia's tourism sector.
- Knowledge of the regional and sectoral diversity of British Columbia's tourism industry.
- Existing relationships with tourism businesses, destination organizations or sector associations.
- Familiarity with association conferences, member events or sponsorship programs.
- Experience working with an external event planning company.

Other Details

- This is an **independent consultant role based on a time commitment equivalent to approximately 28 hours/week**.
- The contract rate is **$45 - $50 per hour**, based on qualifications and experience.
- **Submit your CV and cover letter to: info@tiabc.ca no later than September 30th, 2026**