



# Central Maryland Chamber

*The Center of Intelligent Business*

July 9, 2018  
**Position Description**

## **DIRECTOR OF MEMBERSHIP**

### **SUMMARY OF POSITION:**

The Director of Membership is responsible for ensuring the continuous and steady growth of the Chamber's membership by building and maintaining a membership recruitment, retention and service program. The Director identifies prospects, communicates the Chamber's message, and shares its values to encourage the enrollment of new members. The Director is responsible for achieving firm membership recruitment and retention goals. In addition, he/she must provide leadership and staff support in membership recruitment and retention efforts. While the Director works closely with each member of the Chamber staff, he/she works independently and is responsible for the success of the recruitment and retention plan.

### **NATURE OF POSITION:**

- 30-40 hours/week anticipated; flex-time
- Base salary commensurate with experience + Commission
- Exempt from overtime pay

**ESSENTIAL DUTIES & RESPONSIBILITIES:** The Director of Membership is responsible for the following specific functions and duties:

- **Membership Recruitment**
  - Pro-actively initiates contact with prospective member businesses.
  - Promptly and effectively responds to businesses and other organizations inquiring about membership in the Chamber.
  - Actively seeks membership prospects and develops and maintains a comprehensive and accurate database of prospective members.
  - Encourages ongoing and consistent involvement in the member recruitment effort by the Board of Directors, committee members, and other Chamber volunteers.
  - Ensures the timely preparation of the monthly Membership Report for review by the Chamber President, Executive Committee and Board of Directors.
  - With the assistance and input of the Chamber President, the Marketing Committee, and other staff, reviews promotional brochures and materials for use in marketing the Chamber to prospective members and makes recommendations for changes. Ensures at all times the availability of these materials, membership applications and other necessary membership-related publications.
  - Working with other chamber of commerce colleagues and state and national chamber organizations, continuously seeking new and improved approaches for enhancing the Chamber's membership recruitment effort.



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- **Membership Retention**

- Working with the Chamber President, helps to develop programs, services and benefits that will create additional value for current and prospective members.
- Contacts on a timely basis, and works with, current members whose accounts are past due or who have indicated they do not wish to renew their membership, with an emphasis on encouraging renewal.
- Participates in Ambassadors Club meetings to ensure new members are being properly contacted and engaged.
- Assists in the presentation of Membership 101 to orient recent new members to the Chamber, its mission and services.

- **Program & Event Development & Coordination**

- Secures sponsorships for assigned programs, events and membership activities.
- Assists the Chamber President in reviewing programs to ensure that they are providing value to Chamber members, thus leading to increased satisfaction and retention.

- **Other Duties & Responsibilities As Assigned**

- While assigned to specific responsibilities, assists other members of staff whenever the need arises.
- Provides leadership and staff support, including the preparation of agendas, minutes and other materials and performs duties specifically related to the Ambassadors Committee.
- Performs various other assignments made by the Chamber President.

## **POSITION REQUIREMENTS**

- Possess excellent organizational skills, strong verbal and written communication skills, advanced computer skills, and the ability to multi-task in unrelated areas.
- Proficiency, or willing to develop proficiency, in WebLink Database (proprietary Chamber program).
- Self-motivated and must possess strong interpersonal and sales skills, self-management skills, the ability to motivate volunteers, and work well in a team setting.
- Bachelor's degree in marketing, business, communications or a related field or 2-3 years of relevant experience.
- Knowledge of the Central Maryland Region and its business community is preferred.
- To successfully perform the responsibilities of this position, the Director of Membership must possess a valid driver's license, must be available for occasional early morning and evening meetings and events, must be able to devote the occasional additional hours required to ensure the timely completion of all responsibilities related to this position, must be able to work under regular levels of stress and must be able to regularly lift and move up to 10 pounds and occasionally lift and/or move up to 40 pounds.

Please send resume, cover letter and salary requirements to [Info@CentralMarylandChamber.org](mailto:Info@CentralMarylandChamber.org). The application deadline is Monday, July 30, 2018. No phone calls or faxes please.