

Augusta Metro Chamber of Commerce

Position Description

Director of Membership Development

Reports to: Vice President

Overall Objective: This position is responsible for increasing and maintaining the membership dues revenue of the organization and performing basic accounting reports and invoicing.

New Member Sales

Recruit businesses and organizations, throughout the CSRA, to become members of the chamber through various prospecting and marketing methods. Assess current members' levels and evaluate for enhanced membership level opportunities.

- **New Member Prospects**-The *desired outcome* is to ensure that a maximum number of businesses and organizations that are potential members of the chamber are aware of the chamber and its benefits and have a degree of interest in joining. The *scope* includes developing, establishing and utilizing various prospecting tools and marketing strategies that can yield the greatest number of prospects. The *means* to accomplishing the desired outcome and scope requires a working knowledge and awareness of all activities and programs of the chamber that support and provide value to the membership and the ability to configure, design and execute various *systematic* marketing strategies that generate interest in chamber membership.
 - Daily-Manage inquiries regarding chamber membership by serving as one of two points of contact (alongside Membership Growth Manager) for visitors and phone calls.
 - Weekly- Generate at least 20-30 new member prospects through the use of personal cold calls, telemarketing or direct mail or other advertising strategies. Manage and continuously update a list of qualified prospects by degree of interest, source and close timeline.
 - Weekly-Attend community events and meetings where appropriate as a means of visibility for chamber membership.
 - Weekly-Attend all Chamber ribbon cuttings and Chamber events.
 - Weekly-Meet with Vice President to submit a report of sales results and projections.
 - Monthly-Assess member renewals for additional revenue opportunity.
 - Monthly-run accounts receivable reports and invoices for membership dues and events. Complete accounting spreadsheet.
- **New Member Sales**-The *desired outcome* is to achieve new member sales revenues equal to or above estimated budget projections. The *scope* includes serving as one of two points of contact within the organization that is responsible for providing the information and presentations that will convert prospects to new member enrollment.

The *means* to accomplishing the desired outcome includes the development and use of scripts and presentations that articulate features and benefits of chamber membership. It also requires a working knowledge of sales technique and effective communication skills in addition to a full awareness of all programs, events and activities of the chamber.

- Daily-Achieve financial goals of new membership sales and dollar volume.
- Weekly-Target at least 10 prospects for new member conversion through follow-up phone calls or contact.
- Weekly- Maintain a monthly actual to budget comparison of new member revenues and provide to Vice President.
- Monthly- Evaluate current programs and member benefits to develop and implement additional services that add value to membership.
- Monthly-Manage the Ambassador Committee to assist in the new member welcome process and delivery of new member packets.
 - Work with the Chairman of the Committee on meeting schedule, content and the recruitment of new volunteers.

Membership Retention

Ensure a systematic process is employed by the organization to retain the most number of members in continuing membership. The purpose of membership retention is to renew the support of as many existing members as possible.

- **Billing Process** – The *desired outcome* is to provide a clear and meaningful process for members to understand the value of their membership and renewed investment through the receipt of their annual renewal invoice. The *scope* includes developing, executing and providing direction to the billing department on the messaging and process of member billings that will maximize the desired outcome. The *means* to accomplishing the desired outcome includes an understanding of the billing process, retention reports and goals and the development of proactive communications that develop the highest level of renewal interest.
 - Monthly-Work with the Vice President to review monthly membership billings and assist in organizing retention strategies through mailings.
 - Monthly-Review the retention report and identify levels of needed revenues.
 - Monthly-Provide members to be dropped to the Vice President.
 - Monthly-Create monthly invoices and accounts receivable reports for membership dues and events.
- **Retention Process**-The *desired outcome* is to deploy a proactive strategy that canvasses unpaid members and solicits their renewed interest in retaining their membership. The *scope* includes the development and execution of a process that ensures all members are contacted before being dropped from the membership roles. The *means* to accomplishing the desired outcome includes conducting an outreach process to all members through phone, email, letter or other face-to-face visits that serves to inform members of the continuing value in membership.
 - Weekly-Conduct retention contacts on targeted renewals.
 - Monthly-Provide a report of members in jeopardy to the Vice President for review.

Scope of authority:

- The Director of Membership Development will have oversight over membership dues revenue, implementing and developing action plans to achieve financial goals within a \$1 Million annual membership dues budget.
- All internal and external communications must be approved by the Vice President prior to distribution unless there is a standardized model.
- Participate in the execution of events that provide a diverse offering of networking opportunities for member networking and professional development.
- Successfully interface with volunteers and event committees.
- Work closely with other staff members and positions to create a high level of customer/member service and satisfaction.
- Develop relationships with business members, Board and staff members, and partners in the community to brand the Chamber as the premier business organization.

Note: This job description may not contain various projects or work of a seasonal or infrequent nature as may become necessary in the fulfillment of the position responsibilities or the goals of the chamber. The Augusta Metro Chamber reserves the ability to request all staff to perform work as may otherwise be assigned.