



## **Position Description & Responsibilities**

### **Membership Development & Member Services Director**

The Greater Silver Spring Chamber of Commerce is a business membership organization. Currently comprising than 300+ business members, the Chamber's mission is to enhance economic prosperity of greater Silver Spring through robust promotion of our member businesses and unrelenting advocacy on their behalf. Almost thirty years strong and counting, GSSCC continues to evolve to meet the challenges of today's business leaders. Through a variety of partnerships, a dedicated team of volunteers and visionary leaders, the Chamber mobilizes resources to support and sustain the business community of greater Silver Spring in Montgomery County, Maryland.

The Director of Membership is an integral part of a three-person team and is responsible for the attraction and retention of Chamber members by building relationships with prospective new members and enhancing the Chamber's connection with existing members. The Director of Membership is responsible for overseeing a robust membership program that meets the needs of our members.

#### **RESPONSIBILITIES:**

##### **Member Attraction**

- Develop and execute membership attraction efforts to identify qualified leads, follow up on those leads, and sell new chamber memberships.
- Keep accurate and timely records of all prospective member contact in member database.
- Onboard new members including processing applications, meeting with new members, and ensuring they are involved and engaged.
- Conduct new member orientation on a quarterly basis.
- Work with marketing staff to create a series of eye-catching, enticing membership campaigns.
- Outreach to local business community in effort to attract new members and increase brand visibility.

##### **Member Retention**

- Maintain a high retention rate for existing members.
- Coordinate and oversee a program of regular monthly member networking opportunities.
- Evaluate, modify, and improve existing member events, and recommend new channels to enhance member involvement and/or services that meet members' needs.
- Track member activity and regularly engage with members to increase member retention.
- Follow up with member accounts receivable on a monthly basis.
- Attend all Chamber events.

##### **Sponsorships/Advertising**

- Increase non-dues revenue by selling sponsorships for major annual events.
- Enhance member involvement by selling sponsorships for monthly networking events at member businesses.
- Increase member visibility and Chamber revenue by selling sponsorships for weekly e-newsletter, upgrades in online member directory, and other advertising opportunities.

## **Administration**

- Staff GSSCC Membership Committee, Non-Profit Team, and Owners & Entrepreneurs Circle membership groups.
- Maintain accurate member information in Chamber database/online directory and keep accurate and timely records of all member contact.
- Maintain membership statistics and strategically use existing data to attract and retain members.

## **Other General Office Duties**

All Chamber staff members have designated general office duties.

- Answer the general office phone on rotation
- Process payments for member dues and events
- Maintain and upgrades computer skills as required in the position, including Microsoft Word, Excel, and member database
- Accept other duties as assigned by the President/CEO

## **QUALIFICATIONS:**

- Strong business development skills
- Demonstrated success in lead generation, lead follow through, and customer relations
- Independent, self-starter with a proactive, can-do attitude
- Strong oral and written communication and interpersonal skills
- Professional demeanor
- Proficient in MS Word, Excel, Power Point, Outlook and Access-type database
- Must have own transportation

## **Experience**

- Customer/client attraction and retention or related experience required
- Database/CRM experience required
- Experience working with member organizations preferred

## **Job Parameters**

- 40 hours per week, typically 9-5, Monday – Friday, with 2-4 mandatory meetings each month before 9 a.m. and after 5 p.m.
- Required to work on-site.
- Job entails driving to member and prospective member locations throughout the greater Silver Spring area, with mileage reimbursed.

## **Benefits**

- Employer paid health insurance
- Vision and dental insurance
- 401k with employer match
- Life AD&D and Long-Term Disability

## **TO APPLY:**

Submit resume and cover letter explaining why the position is of interest via email to [info@gssc.org](mailto:info@gssc.org). No phone calls, please.