



Date: December 13, 2021
Position Title: Membership Development Director
Type: Full Time
Classification: Exempt
Compensation: Base salary plus commissions - DOE
Benefits: Life Insurance, Long Term Disability, Simple IRA, Vacation and Sick Time
Reports To: Shane Etwiler, President/CEO

POSITION DESCRIPTION:

The Membership Development Director is responsible for developing the membership at the Great Falls Area Chamber of Commerce through new member recruitment, membership retention, and overseeing the membership pipeline. This position will work with other Chamber staff on program development and marketing strategies as it pertains to the membership. Sale of Memberships and Renewals is a key function of this position, along with selling Sponsorship and Advertising opportunities that fit with the members' goals and objectives. This position will implement an effective and aggressive recruitment strategy and routine to gain new members along with a retention program that will sustain Membership to the goals set by the CEO and Board of Directors.

OCCUPATION SPECIFIC TASKS:

Membership Recruitment

- Create and manage active prospective member lists.
- Oversee and conduct membership drives or other opportunities to gain members.
- Personally meet with prospective members to obtain data and information about their businesses to determine the best membership level for their needs.
- Prepare and deliver membership presentations.
- Provide weekly progress reports at staff meetings.
- Provide monthly progress reports to the Board of Directors and CEO.
- Recruit new members and increase the net membership numbers as well as revenue year to year, while maintaining current membership base.
- Schedule daily appointments with potential members.
- Work with President/CEO, Director of Operations, and Marketing & Communications Director on membership recruitment goals, revenue goals and campaigns.

Membership Retention

- Along with the President/CEO, Director of Operations, and Marketing & Communications Director develop programs to increase membership and provide additional value to members.
- Assist with the coordination of membership activities requests (Business 4 Breakfast, Ribbon Cuttings, Business After Hours, Quarterly Luncheon, Business Development Seminars etc.) with Director of Operations.
- Contact past due members and provide update to the Chamber Staff and Board.
- Coordinate, schedule and conduct membership orientations and on-boarding presentations quarterly.
- Coordinate dues payments and payment methods with Director of Operations.
- Maintain active contact with current membership via personal appointments, phone, and email.
- Research best practices on retention programs and actively implement improvements to current procedures.
- Set up consistent follow up system to engage first year members, as well as two- and three-year members
- Work with Marketing & Communications Director on effective membership communications
- Work with President/CEO and Marketing & Communications Director on effective membership surveys.



Membership Advertising & Sponsorship

- Sell Sponsorship opportunities for a variety of Chamber events and activities.
- Sell Advertising and Email and/or Website Packages and Opportunities to membership.
- Provide members with costs of advertising/sponsorship.
- Oversee and coordinate implementation of enhanced website packages.
- Explain how specific types of advertising/sponsorship will help promote members' products or services in the most effective way possible.
- Coordinate with Members on Chamber related advertising and sponsorship marketing materials.

Tiered Membership Program

- Annually review tiered membership program with President/CEO and Director of Operations.
- Explain features and advantages to current members of the tiered program and actively work with members to determine Upgrades as needed, to meet goals set by the President/CEO and Board of Directors
- Work with Director of Operations to accurately track use of all tiered benefits.
- Work with Director of Operations, Marketing & Communications Director, and Executive Administrator to assist members in use of their tiered membership benefits.
- Set tiered upgrade goals annually with President/CEO and target specific members (e.g. 2% of Membership base)

Other Membership Related Tasks

- Attend monthly Chamber luncheons, Business After Hours, Business 4 Breakfast and Ribbon Cuttings to maintain contact with membership (this will require flexibility in schedule to work evenings).
- Be available to assist at other Chamber activities and events (banquet, seminars, etc.) (this will require flexibility in schedule to work evenings, weekends, and holidays).
- Provide Administrative support to several committees, but certainly the Ambassador committee and the Business Networking Groups, along with any other committees as assigned.
- Perform administrative tasks, such as maintaining records and handling renewals.
- Process all correspondence and paperwork related membership with assistance from other staff as required.
- Represent Chamber at conferences and learning events as deemed necessary by the President/CEO.

KNOWLEDGE, SKILLS, & ABILITIES

Knowledge:

- **Clerical** - Knowledge of administrative and clerical procedures and systems such as MS Office Products, managing files and records, designing forms through Excel and Publisher, and other office procedures and terminology.
- **Communications and Media** - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media. Must have working knowledge of social media platforms.
- **Customer Service** - Knowledge of principles and processes for providing excellent customer service. This includes customer needs assessment, active listening skills, and evaluation of customer satisfaction.
- **English Language** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products and services. This includes marketing strategy and tactics, sales techniques, and sales control systems.

Skills & Abilities:

- **Active Listening** - Giving full attention to what other people are saying, taking time to identify and understand the points, concerns and ideas being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- **Relationship building** – Finding common ground to build rapport and trust with potential and current members.
- **The Art of Persuasion** – Matching member's goals to the opportunities the Chamber offers, and sharing how they will benefit from participating and engaging with the Chamber to best utilize their membership and our programs.
- **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
- **Initiative and Self-Motivation**- Actively looking for ways to help increase membership and added Chamber value to businesses, owners and managers. Helping with the Chamber team making sure projects and tasks are being completed as they are seen and realized.
- **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do and then adjusting your presentation style and/or messaging to the person or group to which you are presenting.
- **Speaking** - The ability to communicate information and ideas effectively and clearly while speaking so others will understand, testing for understanding to ensure the message was understood and delivered correctly, while reading verbal and non-verbal feedback and adjust message accordingly.
- **Time Management** - Managing one's own time and the time of others.
- **Writing** - Effectively communicating information and ideas in writing as appropriate for the needs of the person and/or audience for clear understanding. Along with the ability to read and understand information and ideas presented in written form.

GENERALIZED WORK ACTIVITIES:

- **Communicating with Persons Outside the Organization** – Proactive communication with people outside the organization, representing the organization to members, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- **Teamwork and Leadership** – Very important to the morale, relationships and creating a productive and collaborative work environment in the Chamber with a highly productive team that must execute with precision, timeliness and accuracy while maintaining professionalism both internally and externally. Taking responsibility and being accountable to coworkers, respectful of input and direction from all and valuing everyone's opinion.
- **Establishing and Maintaining Interpersonal Relationships** - Developing constructive and cooperative working relationships with others and maintaining them over time.
- **Obtaining Information** - Observing, receiving, and otherwise gaining information from all relevant sources.
- **Organizing, Planning, and Prioritizing Work** - Developing specific goals and plans to prioritize, organize, and accomplish your work.
- **Working Directly with the Public** - Dealing directly with the public either on an individual basis or being able to network with business owners and managers along with being able to speak before small, medium and large groups.
- **Selling to and Influencing Others** – Building rapport and trust so potential members see the value and benefits of Chamber membership, our committees and programs, our services, along with sponsorships and advertising.
- **Thinking Creatively** - Developing, designing, or creating efficiencies for new applications, ideas, relationships, systems, programs, or products.
- **Other duties as assigned.**



TOOLS AND TECHNOLOGY KNOWLEDGE REQUIRED

Tools:

- All-in-One printer/copier/fax/scanner
- Desktop computers - Desktop computers
- Notebook computers - Laptop computers
- Special purpose telephones - Multi-line telephone systems

Technology:

- Calendar and scheduling software
- Data base user interface and query software - ChamberMaster
- Electronic mail software - Microsoft Outlook
- Internet browser software
- Spreadsheet software - Microsoft Excel
- Word processing software - Microsoft Word
- Presentation Software – Power Point

Appearance: Maintain professional image through dress, appearance, speech, and conduct.

Flexible Schedule: Holidays, weekends and evening hours will be required at times.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to climb stairs, stand, walk, and use hands to finger, handle, or feel. The employee is occasionally required to sit and reach with hands and arms. The employee must occasionally lift and/or move up to 60 pounds. Specific vision abilities required by this job include close vision, distance vision and ability to adjust focus.

Additional Requirements: Must have valid Montana driver's license and reliable transportation.

Education and Experience:

- Prefer Bachelor's degree in Business related field (Management, Marketing) and four year of services/product sales OR a combination of equivalent education and experience.

Please submit your cover letter and resume by Friday, December 31, 2021 to:

Great Falls Area Chamber of Commerce
Attn: Lorene Jaynes
100 1st Avenue N
Great Falls, MT 59401
Or via email to ljaynes@greatfallschamber.org