

DUNDEE AREA CHAMBER OF COMMERCE

HUMAN RESOURCES

Position Identification Card

POSITION TITLE: Membership Development Coordinator

REPORTS TO: Executive Director

SALARY RANGE: \$12,000 annual base salary +
Tiered Commissions on New Memberships
25% Commission on Partnership Sales
10% Commission on Aged Retention Memberships

HOURS PER WEEK: 20-30 hrs. /week

BENEFIT ELIGIBILITY: Mileage Reimbursement
End of the Year Bonus Opportunities

AFTER ONE (1) YEAR PROBATION

Vacation Time

Sick Time

Holiday Pay

Health Savings Account Deposit of \$500

Dental and Vision Insurance (Provided through the American Chamber of
Commerce Executives Association)

JOB SUMMARY

The Membership Development Coordinator plans and executes a strategic business membership sales plan for the Dundee Area Chamber of Commerce. The Development Coordinator identifies prospects, determines their needs, communicates the Chamber's value as a membership organization, and closes the sale. The Development Coordinator grows the Chamber's membership by driving a sales strategy that projects the Chamber's message/brand to all of our stakeholders. The Development Coordinator works closely with each member of the Chamber staff and the Chamber's Board, but he/she works independently and is responsible for the success of the membership sales plan. The Development Coordinator must be able to conduct "high-level" business interactions independently and as part of a coordinated team.

ESSENTIAL DUTIES

- Develop and execute the Chamber's membership sales strategy
- Sell Chamber memberships to businesses throughout the Dundee/Lake Hamilton region
- Identify sales prospects

- Build and manage a sales “pipeline”
- Solicit sponsorships
- Promote attendance at Dundee Area Chamber events
- Create market segmentation strategy
- Determine/report metrics to measure growth in membership
- Develop and monitor membership application process
- Deploy Chamber resources and personnel to effectively reinforce sales effort
- Maintain and secure new member benefits provided to new members from existing members
- Coordinate with the Chamber’s Membership Committee
- Prepare a membership report to submit to the Board of Directors monthly
- Assist in the preparation of annual membership goals and marketing plan
- Work with the Communications Committee to do the following:
 - Identify needs of potential Chamber members
 - Determine unique messages for individual target segments
 - Create marketing materials for membership sales
- Retention – follow up contact with current members on a regular basis to ensure renewals will be made at the appropriate time.
- Retention of Late Accounts – Follow up on late accounts with letters and 30, 60, 90 day invoices
- Conduct New Member orientation sessions
- Develop and coordinate a Chamber Ambassadors program
- Identify and coordinate opportunities for ribbon cuttings/groundbreaking events
- Serve as an ambassador for the Chamber of Commerce to enhance visibility and promote it as a vital function of the business community.

MINIMUM QUALIFICATIONS

- Two (2) years of business-to-business sales experience
- Some college preferred
- Proven leadership in both internal and external organizational operations
- A high level of enthusiasm and interest that, in turn, motivates others
- Aggressive, but personable

KNOWLEDGE, SKILLS & ABILITIES

Ability to prepare routine administrative paperwork; analyze and solve problems; organize and coordinate; foster a cooperative work environment; and maintain efficient office work flow. Excellent interpersonal, leadership and communications skills are required, including creative problem-solving abilities when called for. Additional Competencies should include but aren’t limited to:

- Written and oral communications
- Computer skills in Microsoft Office, customer relationship management software (ChamberMaster preferred), and limited web site maintenance.
- Initiative to learn about local businesses, economic development and advocacy.
- Flexibility in responding to a busy work environment and an organization that serves as the concierge for the communities it serves.

- Fund raising, economic and community development experience is desirable.

OTHER REQUIREMENTS

Work is typically performed in an inside, temperature-controlled environment and also includes travel throughout the community to business and governmental sites. Limited weekend and evening hours may be required. There may be some lifting of materials and/or equipment, typically <50 lbs.