



LIGHTING THE WAY FOR OUR COMMUNITY

Job Description

**Ottawa Area Chamber of Commerce
For the position of: Membership Director**

EMPHASIS OF POSITION:

- Primary responsibility for actively recruiting new business members
- Develop and maintain excellent relations with new and existing members resulting in increased levels of member retention
- The position includes responsibility for the overall knowledge and expertise of the functions for the Member/Partner database (ChamberMaster) program
- Requires a commitment to the Ottawa Area Chamber of Commerce's mission, philosophy and values
- Demonstrates, models and executes positive and constructive communication with leaders at all levels, including board members, staff, members and news media
- Inspires a team-oriented environment that fulfills the organizations mission, strategic plan, goals and objectives

PERSONAL CHARACTERISTICS: Ethical leadership; ability to listen; ability to move and act with urgency; ability to engage others; ability to appreciate those around you; ability to work with complex problems and personalities; willingness to tackle problems; passion.

KNOWLEDGE, SKILLS, ABILITIES & EDUCATION:

- Highly motivated with a strong desire to achieve sales goals
- Possess strong professional skills in working with business owners and entrepreneurs
- Ability to prospect/cold-call new businesses
- Superior organizational skills and problem solving skills
- Strong verbal and effective written communications skills
- Proficient in Microsoft Office Suites, database software and Apple products
- Capable of maintaining sensitive/confidential information
- Must have the ability to foster the values of member relations
- Must be a team player that works well in an adapting environment
- Exceptional people skills with an outgoing personality
- Good public speaking skills – good listener
- Exhibit professional appearance and conduct at all times
- Flexible schedule
- Bachelor's degree in business, sales, marketing, communications or related field

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OPERATIONS DUTIES WILL INCLUDE BUT NOT BE LIMITED TO:

1. Membership recruitment

- ❖ Contact, acquire and sell new Chamber memberships
- ❖ Close sales during on-site visits or through follow-up phone calls/visits and written correspondence
- ❖ Achieve budgeted revenue goals
- ❖ Remains informed of member benefits, Chamber events and programs
- ❖ Sells electronic and direct marketing opportunities to members
- ❖ Responsible for prospect entry and uploads to database, including any required maintenance and cleanup
- ❖ Maintain accurate and up-to-date membership records in the database; provide monthly and other requested membership statistics and reports for staff as needed
- ❖ Responsible for on-line applications
- ❖ Assist members in taking full advantage of their membership benefits

2. Member Retention

- ❖ Coordinate retention activities and programs with President|CEO
- ❖ Knowledgeable of member feedback to gauge member satisfaction and/or organization impact to improve Chamber programs.
- ❖ Work to ensure timely invoice billing and communications with new, renewing and past due members
- ❖ Works past due management assigned accounts as collections to secure payment

3. Chamber Programs

- ❖ Actively support and participate in Chamber events and programs
- ❖ Work to sell sponsorships and marketing opportunities to new members
- ❖ Responsible to renew sponsorships and secure new memberships and sponsorships
- ❖ Recruit and provide support and direction to volunteers
- ❖ Provide professional assistance in closing the sale when requested

4. Other duties

- ❖ Assist the President|CEO and Office Manager in other tasks as assigned

ACCOUNTABILITY: A base salary plus commission. Position reports directly to the President|CEO. The position will be reviewed based on meeting established membership goals and professional job performance.

The Membership Director job description may be changed and/or modified by the President|CEO and /or the board as deemed appropriate. The Membership Director will be consulted if and/or when such action or changes should occur.

updated November 2018