



JOB DESCRIPTION

JOB TITLE: Membership/Engagement Mgr.	DATE CREATED: May 2021
REPORTS TO: President/CEO	DATE REVISED:
JOB STATUS: Full-time	FLSA Classification: Exempt (Salaried)

GENERAL FUNCTIONS:

Overseeing all revenue activities related to bringing in new members, upgrading existing members to Legacy Clubs, retention of existing members and maintaining a high level of member engagement through programming and volunteer opportunities. The incumbent is also the staff liaison for various groups and committees.

MAJOR RESPONSIBILITIES & ESSENTIAL FUNCTIONS

- Maximizing sales opportunities and proactively working to minimize “one-and-done” memberships (members who join for one year and do not renew).
- Attending most member events as well as other events where prospective new members/clients may be found. This includes both Leadership SI events as well as non-Leadership SI events.
- Keeping weekly, accurate records of prospecting activities (goals, calls made, appointments made, closings, turn-downs, etc.) through CRM data management tool (currently Bloomerang).
- Reporting membership successes, goals and concerns, on a monthly basis, to President. Reports are due as scheduled.
- Manage communications with members on accounts receivable matters as they pertain to membership.
- Ensuring the pipeline of prospective new members exists and is maintained, along with setting appointments from this pipeline.
- Working to exceed budgeted goals in new member goals annually (this includes new members and potential membership campaign[s] as budgeted each year).
- Maintaining availability for engagement opportunities as convenient for prospects—including early morning and evening hours.
- Reporting regularly to the President and staff on membership work, including recommendation of any tools or resources to increase membership.
- Fostering current membership relationships and maximizing member benefits for membership retention.
- Assisting Legacy Club members with personalized one-on-one service.
- Actively promote Leadership SI services such as sponsorships, programs, and advertising opportunities.
- Hosting Membership Focus Groups events including, but not limited to, luncheons, breakfasts roundtables, and new member orientations.
- Acting as a prime representative of Leadership SI, dressing and behaving in a professional manner at all times.
- Promotes professional, friendly, honest and open communication, contributes to a positive work culture.
- Performing administrative services as needed to support the position and the organization.
- Cross trains in other positions and serves as back-up/resource to other staff members, as needed.
- Performs other duties as assigned.

QUALIFICATIONS:

Education/Experience

- High School Diploma or equivalent
- Four Year College Degree preferred or equivalent experience
- Two or more years of revenue growth and relationship building experience

Knowledge/Skills/Abilities

- Good working knowledge of growing revenue through the application of member engagement techniques.
- Must possess strong written and verbal communication skills and be able to communicate effectively using correct grammar, both in writing and orally.
- Creative thinking and problem-solving skills.
- Excellent organization and planning skills.
- Strong interpersonal skills and must be customer-oriented. Delivers superior service to both internal and external customers, guests, vendors and business partners.
- Strong PC skills with Microsoft Office software. Ability to learn, execute and retain knowledge of functions within our computer system. Ability to learn and adapt to new technology quickly which includes hosting virtual events.
- Ability to solve problems and escalate appropriate issues to the President/CEO.
- Ability to organize, prioritize, manage and complete multiple tasks. Must be able to manage multiple projects simultaneously in a fast-paced work environment.
- Ability to self-initiate areas of opportunity, make recommendations for improvement, and follow up as necessary to achieve desired results.
- Ability to project a high degree of professionalism and positive image of themselves and the company.
- Ability to speak and present information effectively in front of large groups.
- Ability to work well with others as part of a team. Ability to resolve interpersonal problems and conflict and miscommunications in a professional manner.
- Ability to handle highly confidential information.
- Must be able to understand and apply basic mathematical/accounting concepts such as fractions, percentages, ratios, debits and credits.

OTHER REQUIREMENTS:

Job Hours: Will work required hours to complete tasks on time and budget and be flexible to attend events and meet with current and future members.

Quality: Able to meet job requirements and standards. Accuracy is a must.

Performance: Meets pre-established goals and deadlines within budget.

Travel: Must be able to travel to meet with members, events, program locations and business partners.

PHYSICAL DEMANDS:

Physical Requirements - *In terms of physical requirements, this position requires work best described as: Light Duty.* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Hearing - Ability to receive information through oral communication. - Continuous
- Talking - Expressing or exchanging ideas by means of the spoken word. – Continuous
- Must be able to stoop, bend, reach, stand and sit and use a computer for extended periods of time. - Continuous
- Must be able to lift and/or move up to 30 lbs. – Intermittent

- Vision - Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus, with or without corrective lenses; Requires vision to perform work dealing with data and figures and computer screens. -Continuous
- Ability to function in an office environment and utilize standard office equipment including but not limited to: PC, fax, scanner, copier, telephone, calculator, etc. - Continuous

Psychological/Mental Requirements:

- Must be able to understand and interpret requests for information - Continuous
- Responds positively and productively to stressful internal and external customer situations. - Continuous
- Assists others to work harmoniously and effectively as part of a work team. – Continuous

Employee's Signature

Date

President/CEO

Date
