

Director of Membership

Direct Report: Chief of Staff & Chief Executive Officer

Classification: Non – Exempt Position – Permanent Full – Time position, may include some Saturdays, some evenings and/or early mornings. As a full-time employee the Director of Membership is eligible to receive all the Chamber's benefits.

About the Cape Cod Chamber of Commerce:

The Cape Cod Chamber of Commerce Chamber provides all the advantages of working for a small business combined with the values and mission focus of a nonprofit. As part of a leading organization in the region's business community, our team members have access to a wide array of resources, connections, and opportunities throughout their career with the Chamber.

With thirteen employees and growing, the Chamber is just the right-size for new team members to have the support of their talented colleagues, opportunities to lead, and room for personal and professional growth. With a hybrid work environment, and a full benefits package including medical, dental, health care flexible spending account, dependent care flexible spending account, life & LTD, EAP, 401(k) retirement plan, and paid time off for employees working 30 or more hours a week, the Cape Cod Chamber of Commerce is dedicated to taking care of our employees.

Organization Overview: Since 1921 the Cape Cod Chamber of Commerce has worked to make our region a world-class vacation destination. We are a Massachusetts non-profit, membership organization that advocates on behalf of businesses to strengthen and promote regional economic vitality while addressing related cultural, environmental and community concerns. We are a catalyst and advocate for a vibrant economic community to create a better Cape Cod.

As the Regional Tourism Council and Convention and Visitors' Bureau for the area, we work closely with the Massachusetts Office of Travel and Tourism to create a sustainable year-round economy and drive visitors to the region. The Chamber is a private, not for profit entity governed by a board of directors elected by our 1,200 member organizations located in 17 communities throughout our region. We are the 4th largest Chamber of Commerce in Massachusetts.

KEY OBJECTIVE

Responsible for acquisition and retention of chamber members and developing and enhancing relationships with existing investors. Most of the duties in this position directly relate to the successful accomplishment of this objective. This individual is also the second-in-command to the Chief of Staff on membership-related matters and serves as the Chief Executive Officer 's direct representative to the membership on all membership and investor-related affairs. This person is also the President's chief advisor on all matters pertaining to membership and investors.

Primary Responsibilities:

The Director of Membership will serve as (1) director of the membership department, overseeing all new member acquisition, current membership retention and fulfillment of membership benefits (2) supervising the activity of two Membership Staff who support the Director of Membership.

These responsibilities will be met by adhering to the following:

- Meet with prospective members to provide information about chamber membership. Goal: 10 or more appointments per week. Department Goal: 30 or more appointments per week.
- Secure new chamber members and grow the organization according to predetermined goals and objectives set forth by the Chief of Staff and the Chief Executive Officer.
- Clearly communicate the mission and vision of the Cape Cod Chamber of Commerce and determine needs and expectations of prospective members and how they can best utilize the chamber.
- Develop and execute on-boarding process for new members.
- Develop and maintaining a year-round department wide retention plan involving specific touchpoints (focused on phone and in person visits) to engage existing members and facilitate retention annually. Membership retention includes engagement of Membership Staff, Directors, Pillar members, and/or other similar volunteer programs to assist the Chief Executive Officer in meeting these goals. Regularly report progress to Chief of Staff.
- Supervise membership events including ribbon-cuttings and networking programs.
- Maintain the fulfillment of membership benefits, maintain and promote membership benefits year-round and advise the Chief of Staff and Chief Executive Officer on recommendations for new membership benefits or changes to existing ones.
- Create monthly sales report, email to and review with Chief of Staff.
- Create and maintain a pipeline report of prospective chamber members, sponsors, and advertisers.
- Develop and maintain physical and digital sales materials.
- Utilize Simpleview CRM to maintain sound records of appointments.
- Collaborate with the Membership Staff, Office Manager, and other departments to ensure that member accounts are maintained and accurate in Simpleview CRM.
- Collaborate with the Chamber Team to respond to the needs of members.
- Prepare reports to inform staff of new members and renewed during bi-weekly staff meetings.
- Collaborate with Membership Staff in planning the new member events.
- Monthly, provide the Chief of Staff and Membership Staff a report on new members who haven't been active. Create visitation plan to unactive new members with Membership Staff and record visits in Simpleview CRM. Report activity to the Chief of Staff.

- Build member relationships continuously throughout the year – reach out via phone, personal visits and email.
- Assist with the planning, set-up and implementation of all chamber special events and programs.
- Perform other job-related duties as assigned by the Chief of Staff and/or the Chief Executive Officer.

Committee Assignments

This individual is the primary staff liaison for the Membership Pillar, and others as assigned by the Chief Executive Officer. The Director of Membership also prepares monthly membership reports for the Membership Pillar Chair prior to each Executive Committee and each Board Meeting. Also, she attends all regular meetings of the Board of Directors and other meetings as requested by the President and Chief Executive Officer.

JOB KNOWLEDGE

Must have the ability to become extremely well versed in the sales process, Chamber events and sponsorships. Must be able to act as a coach for subordinate staff. Requires strong organizational, computer, and customer skills as well as knowledge of departmental policies and procedures (which would be learned on the job). Requires strong administrative skills to accurately maintain specified files and compile data to generate reports. Must be able to follow oral and written instructions, as well as the ability to use sound judgment and common sense in determining matters independently. Must possess excellent communication skills, both written and verbal, and through public speaking, and the ability to establish and maintain effective working relationships with co-workers and the public.

EXPERIENCE AND TRAINING:

Prior work experience of at least 2 years in a sales management position is required.

CONTACT WITH OTHERS:

Internal contacts include Chamber staff and department directors. External contacts include local businesses, members of the Chamber, board members, volunteers, and the public at large. All contacts to exchange or provide information require tact, courtesy, and professional decorum.

CONFIDENTIAL DATA:

Has access to management discussions, inter-departmental memos, database, membership information, and business inquiries which are considered confidential and would not be in the Chamber's best interest to disclose.

RESPONSIBILITY FOR ACCURACY:

Computer entries and correspondence must be accurate and well maintained. Most data entry errors could be identified through proofing procedures.

SPECIFIC COMPUTER SKILLS:

Microsoft Office (Word and Excel) and Internet skills are required, as well as strong database skills. Customer Relationship Management systems and Constant Contact skills are a plus.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration varies from slight to intense based on the work being performed. While performing the duties of this job, the incumbent is routinely required to stand, walk, sit, reach with hands and arms, talk, and hear. Subject to occasional lifting and carrying of supplies weighing up to 30 pounds. Requires visual acuity, manual dexterity, and good eye/hand/foot coordination.

RESOURCEFULNESS AND INITIATIVE:

Follows and implements well-defined policies and procedures. Initiative and resourcefulness are required to handle multiple projects simultaneously, assist potential clients in obtaining necessary information, and accurately complete job assignments in a timely fashion.

ENVIRONMENT:

Works in a normal office environment with occasional local travel and exposure to traffic.

COMPENSATION:

The successful candidate will receive a competitive salary. Additional benefits include 13 Paid Holidays, Paid Sick Leave, Massachusetts Paid Family And Medical Leave, Bereavement Leave, Health Insurance, Dental Insurance, Life Insurance, Retirement plan, Long-Term Disability Insurance, Section 125 Plan – Medical And Dependent Care, Pretax Medical And Dental Premiums, Workers' Compensation, Retirement Plan – 401(k), Education Benefits, Professional Development

APPLICATION:

To apply, please submit your cover letter and resume to Noelle Pina (noelle@capecodchamber.org) and Fiscal and HR Manager, karen@capecodchamber.org.

The Cape Cod Chamber of Commerce provides equal employment opportunities to all employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or genetics.