



JOB TITLE: Member Experience Manager
REPORTS TO: Director of Destination Experiences
POSITION TYPE: Full-time (40 hours per week), nonexempt status

Location: VisitGreenvilleSC Office, 148 River St, Suite 100, Greenville, SC

Position Summary:

The position is responsible for elevating and enhancing the VGSC member experience. The Member Experience Manager facilitates connections and works alongside members to ensure they maximize their benefits. The position will prospect new members, manage existing member relationships, and craft large-scale initiatives to help drive business opportunities across the membership base. Responsible for strategizing, planning, creating, and implementing communication strategies, campaigns, programming, and materials related to advancing membership.

Essential Duties & Responsibilities:

- Manage VGSC membership including current, prospect and past members and strategically grow the overall membership base
- Design membership categories reflective of current business landscapes, to provide ROI to members
- Develop content and manage E-newsletters for members
- Create compelling, persuasive messages across platforms, including print, web, email, and social
- Curate programming and networking experiences for membership base and participate in ongoing client satisfaction efforts
- Demonstrate high standards of service in all interactions with customers and clients
- Be a steward of the VGSC mission, brand promise, and values
- Ensure new members are educated about the services VGSC membership provides
- Produce and analyze recurring reports
- Handle financial transactions in POS system

Skills and Characteristics:

- Strong business and operations acumen, understanding a variety of business entities (restaurant, retail, attractions, accommodations, specialty)
- Able to interact and communicate effectively and build relationships with partners, members, stakeholders, coworkers, etc.

- Analyze performance and make recommendations to impact growth and use data to improve performance
- Strong computer skills to produce landing pages, web page updates, as well as ancillary communications as needed
- Self-starter, quick-learner, able to meet deadlines, driven for success, detail oriented
- Able to work both independently and within a team environment, handling multiple projects at one time

Work/Education Requirements:

- Four-year degree from an accredited college or university, or equivalent work experience
- Highly proficient in MS Office Suite (TEAMS, Word, Excel, PowerPoint, Outlook, Publisher, Adobe Suite)
- Proficient in web-based platforms and technology allowing for independent content creation
- 5-years' experience working in hospitality/tourism, business, communication, or related field
- Some travel and evening/weekend hours will be required
- Comfortable lifting boxes up to 20 lbs. and moving them with a handcart