



Job Title: Manager, Membership Development & Engagement
Department: Hawaii Visitors & Convention Bureau
2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815
Reports To: Senior Director, Membership

SUMMARY

The manager of membership development and engagement is responsible for the development and sale of corporate membership, member programs, community engagement, and member relations. Assist with retention of existing members, customer service, event facilitation, membership communications, coordinate sales campaigns, and administrative support. Maintains overall efficiency and consistency in the operation of membership projects and service programs. Provides written reports, forms, and correspondence to the Membership Director as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

SALES AND RETENTION

Sales - New Members, Added-Value Services, Upgrades and Advertising

- Independently generate prospective member leads.
- Responsible for creating and conducting sales presentations on various HVCB initiatives, membership benefits and services.
- Build membership by converting prospects to members and negotiating sales deals and membership contracts.
- Clearly communicate benefits, costs, and advantages of membership.
- Construct sales programs for prospective and current members.
- Customize follow-up meetings for membership added-value sales campaigns.
- Communicate with members about co-op marketing opportunities and upgrade of existing member program level.
- Compile weekly and monthly sales & retention reports as required.
- Provide recommendations to management on membership strategies and policies that impact the overall organization.

Member Retention

- Contact members regarding their membership renewal and to reinforce the value of their membership.
- Work with the manager of membership services and operations to secure renewal through billing and collection efforts for all accounts.

Sales & Member Service Training/Communication

- Attend continuing education programs geared toward the development of membership sales and member service skills.
- Develop and implement new sales initiatives, strategies, and programs.
- Design print and digital communication on sales, service, and other related issues for distribution.
- Generate, edit, and publish engaging content on member-related social media channels.
- Write articles and create the corporate newsletter.
- Assist with content development and updates of the corporate website and corporate destination app
- Assist with development and dissemination of crisis-related information to members.

Member and Community Engagement

- Build relationships with current and prospective members to develop resources and gain an understanding of value perspectives and member needs.
- Responsible for developing relationships in community, i.e.: trade show participation, membership/HVCB presentations, sponsorship promotion, industry events; non-profits etc.

GENERAL

- Strong written, presentation, and public speaking skills.
- Must be able to make independent decisions free from immediate direction or supervision.
- Strong customer service skills are essential. Prior sales experience is helpful.
- Motivated and results-driven, able to consistently achieve sales goals.
- Must have a pleasant personality and effective people skills. Excellent organizational skills, comfortable working in a fast-paced environment, and able to prioritize tasks, meet tight deadlines, and manage multiple projects concurrently.
- Ability to perform administrative tasks, able to execute oral and written instructions, deals with daily office operations/situations, work in a collaborative environment with internal and external customers.

MEMBER SERVICES

Address Member Issues

- Review and assist members in maintenance of publication listings, business records, and contact profiles.
- Answer questions on membership investment, benefits, and services.
- Communicate with membership team regarding new developments or issues.

Member Training and Events

- Responsible for planning and execution of events, training, webinars, and meetings. Create and manage event budgets. Make travel and accommodation arrangements. Direct coordinator's workflow and processes as it pertains to training and events

Department Strategies

- Assist in designing and implementing a strategic business plan for short- and long-term objectives

EDUCATION and/or EXPERIENCE

- Bachelor's degree from accredited college/university; and/or 2-3 years membership-related experience and/or training; or an equivalent combination of education and experience is required, preferably in sales, advertising and community relations.
- Experience in the hospitality, tourism, or customer service industries is ideal. Membership services and event planning experience highly desired.
- Confident in the ability to sell membership products and services.
- Knowledge of Hawaiian history, culture, and language preferred

Technical/Computer Skills

- Highly proficient in Microsoft Office Suite and other online platforms.
- Efficiently manage member database.
- Experience in website content management systems.

Physical Demands

- The employee must occasionally lift and/or move up to 25 pounds.
- Must have use of personal vehicle and valid personal driver's license for use while on HVCB business. Current insurance/registration is required.
- Must be able to travel as needed to conduct HVCB membership goals.
- Will be required to work occasional nights and weekends.