



*Mission: To support our membership through cooperative economic development and community service.*

## Job Description

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**POSITION TITLE:** Membership Director

**SALARY RANGE:** DOE

**STATUS:** Permanent Full-Time

**REPORTS TO:** Executive Director

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### Job Purpose

The Membership Director is responsible for member relations, including sharing the benefits of Chamber membership with potential new members, as well as marketing, networking, and referrals. Emphasizing member benefits and nurturing member retention through ongoing communications with members and the community. The ideal candidate would have a background in successfully working with the local Homer business community. This key position is involved with most of the revenue that comes into the Chamber.

### Primary Duties and Responsibilities

1. Coordinate annual membership renewal.
2. Conduct outreach to new and existing members in person, by email, or over the phone, developing one-on-one relationships.
3. Greet and meet new business owners and solicit membership applications.
4. Generate new members' enrollment and maintain new member packets.
5. Promote membership benefits in local media and the business community.
6. Manage and implement all membership fee-based services and information.
7. Responsible for managing the CRM and Chamber side of HomerAlaska.org.
8. Address all membership feedback comments as per policy/procedures.
9. Work with committees, organizations, and agencies to coordinate new services and networking to benefit members.
10. Coordinate and send out a weekly member newsletter with Chamber and membership updates.
11. Maintain and update membership information in published materials/directories.
12. Assist the Marketing Director in designing the Visitor Guide publication, including the business directory layout, selling of ads, and publication content.
13. Facilitate membership networking events, including but not limited to Membership Luncheons, member forums, etc. Assist with selecting speakers

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- and hosts for the events and promote via eNewsletters. Work with the Marketing Director on ad placement with local media.
14. Lead the effort to sell website ads to Chamber members on HomerAlaska.org.
  15. Actively post on Homer Chamber's social media pages. Coordinate posts with the Marketing Director to promote cross-promotion across all pages.
  16. Crosstrain Visitor Center Manager on membership renewals.
  17. Update Membership information books for Visitor Center volunteers.
  18. Provide the Visitor Center Manager with brochure distribution lists.
  19. Work with the Executive Director on purchasing supplies and equipment.
  20. Coordinate committee meetings, complete minutes, and assist with action items.
  21. Coordinate with Winter King Tournament Committee to list sponsorship opportunities on membership forms.
  22. Work with the bookkeeper on depositing all monies collected from membership activities and interacting with QuickBooks as directed.
  23. Assist with programs and events as needed.
  24. Provide monthly reports for the Board of Directors; include membership status, new members, and any trends and updates on marketing efforts.
  25. Other duties as assigned.

## **Skills Required**

1. Experienced in using CRM software.
2. Experienced with Microsoft Office Products
3. Strong knowledge of promoting brands on major social media platforms.
4. Strong accounting skills, QuickBooks knowledge preferred.
5. Strong business networking skills
6. Event management experience
7. Customer Service Experience

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