



JOB DESCRIPTION

Membership Manager - US/Canada Markets Remote Position based in Canada

General Job Description

The International LGBTQ+ Travel Association (IGLTA), a globally recognized brand promoting LGBTQ+ travel since 1983, seeks a highly motivated, detail-oriented individual with a strong focus on account management and consultative selling to join our team as a Membership Manager. This full-time, work-from-home position (40 hours per week) is exclusively based in Canada and primarily targets the expansion of our overall tourism business membership with a special focus on Convention and Visitor Bureaus (CVBs) across the USA and Canada. The role also requires understanding and selling the IGLTA Accredited™ program to ensure members meet the highest standards of inclusivity and service.

The core objective of this revenue-generating role is to recruit new potential members from North American Tourism Businesses and CVBs, effectively manage leads, and work closely with the membership and executive teams. The role also involves renewing existing memberships and re-engaging lapsed members to enhance the association's retention rates. The ideal candidate will consistently engage with members, be well-versed in sales and relationship management, demonstrate exceptional customer service, and possess strong organizational skills. This role requires frequent travel within North America and participation in tourism trade fairs, necessitating comfort with delivering presentations and coordinating event logistics.

Based in Fort Lauderdale, Florida, IGLTA has been an unwavering advocate for LGBTQ+ travelers globally. As a non-profit organization, we partner with a wide range of tourism-related businesses, including travel advisors, accommodations, tourism boards, airlines, tour operators, and venues for LGBTQ+ events. Our members spread across 80 countries, are dedicated to creating and promoting inclusive travel experiences for the LGBTQ+ community.



Qualifications and Experience

- Bachelor's degree in Tourism, Business, Marketing, or a related field.
- A minimum of two years in sales, marketing, or customer service is required, with a preference for those with consultative selling experience.
- Specific experience working with CVBs / DMOs, understanding their unique needs, marketing directives, and operational frameworks.
- Demonstrated ability to build partnerships and maintain relationships with key stakeholders in the tourism and travel industry.
- Knowledge of the latest trends in the travel and tourism sector, especially as they relate to destination marketing and management.
- Proven track record of developing new business relationships and a robust network of business contacts.
- Exceptional communication skills in English, with proficiency in additional languages beneficial.
- Skilled in Microsoft Office, Google Workspace, and online publishing platforms.
- Excellent time management, organizational skills, and the ability to manage multiple projects simultaneously.
- Comfortable with virtual, remote working environments and participating in a geographically dispersed team.
- Innovative, quick to adapt new ideas and solutions, and motivated to exceed objectives.
- Must have excellent interpersonal skills, an outgoing personality, and a proactive, positive approach to work.
- Office hours are local, Monday through Friday, 9 am-5 pm, but occasional weekends or evening commitments may be required.

Essential Duties and Responsibilities

- Actively convert leads into IGLTA members, focusing on CVBs and DMOs in the US and Canada.
- Identify and pursue new membership prospects through market research, networking, and engagement with association stakeholders.
- Understand and sell the IGLTA Accredited™ program, ensuring prospective members are well-informed about its benefits and requirements.



- Implement and support membership initiatives to foster engagement and growth within the region.
- Respond to inquiries about membership and the accreditation process.
- Collaborate with the membership team to refine sales strategies and share effective practices.
- Responsible for selling marketing add-ons to prospects, enhancing the value and appeal of IGLTA memberships.
- Manage project schedules, ensuring timely completion of tasks as outlined in the membership dashboard.
- Commit to promoting equity, diversity, and inclusion within all activities.
- Participate in mandatory weekly video meetings and be prepared for business travel, including attending trade fairs and the annual IGLTA Global Convention.

Compensation

This is a commission-based position with a base salary, providing significant financial growth potential through successful membership recruitment and retention. More than just financial rewards, this role also offers a unique opportunity for personal growth and development, allowing you to make a real difference in the LGBTQ+ travel community.

How to apply for this position

IGLTA is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified individuals, regardless of background. At IGLTA, we believe that diversity is our strength, and we are committed to creating an inclusive and respectful work environment. Interested candidates should submit their application by June 20, 2024. Please visit our [Careers page](#) to apply.

This role offers a unique opportunity to make a significant impact on the inclusiveness and success of the LGBTQ+ travel community across North America. Join us in our mission to promote safe, welcoming travel experiences for all.

Posted: June 2024