

JOB DESCRIPTION

POSITION TITLE: Membership Program Specialist
DEPARTMENT: Destination Development
REPORTS TO: Director, Community Engagement

ABOUT DESTINATION TORONTO

Toronto's visitor economy is a vital economic engine for the city, with a record 28.2 million visitors generating over \$9 billion in visitor spending in 2025. Destination Toronto's purpose is to ignite the city's visitor economy to enrich and empower its communities. Operating in partnership with the City of Toronto and the tourism and hospitality community, Destination Toronto promotes the city to attract visitors and major meetings and events, and supports local businesses in maximizing the opportunities of the visitor economy. For more information, please visit DestinationToronto.com.

ROLE SUMMARY

The Membership Program Specialist, part of the Destination Development team, supports the planning and delivery of Destination Toronto's membership program, ensuring a consistent, high-quality experience that supports member satisfaction, engagement, and retention.

Reporting to the Director, Community Engagement, the role supports the full membership lifecycle—from acquisition and onboarding to engagement and renewals—by coordinating processes, systems, and programming

As the key support for membership systems and services, the Specialist serves as a primary contact for member inquiries, providing guidance on participation, opportunities, and platforms while delivering a responsive member experience.

Working with cross-functional teams, the role helps ensure alignment across systems, communications, and engagement activities, and supports the 2026 transition to a new membership database, maintaining data integrity and continuity.

CORE RESPONSIBILITIES

Membership Program & Services

- Support the operational delivery and continuous improvement of Destination Toronto's membership program.

- Manage the conversion, onboarding, and lifecycle management of new members generated through outreach, referrals, and marketing initiatives.
- Maintain and refine standardized processes, documentation, and workflows to ensure a consistent member experience.
- Ensure a seamless and consistent member experience across all touchpoints, including onboarding, communications, events, and platform interactions.
- Monitor membership acquisition activity and pipeline trends to support corporate membership growth objectives.
- Work closely with Sector Engagement Manager and Senior Manager, Corporate Communications to support coordinated member outreach and engagement.
- Support members in navigating Destination Toronto's programs, tools, and engagement opportunities, ensuring clarity and ease of participation.
- Maintain documentation and resources to support consistent responses to common member inquiries. Identify opportunities to improve processes, communications, and the overall member experience.

CRM Platform Administration

- Support CRM administration for membership-related configuration, workflows, reporting structures, and data governance.
- Support the effective use of CRM systems to enable membership program delivery, engagement tracking, and reporting.
- Maintain high standards of data accuracy, completeness, and governance across membership and prospect records.
- Support CRM enhancements, integrations, and the transition to a new membership database planned for 2026.

Member Education & Events

- Coordinate and deliver member education sessions, orientations, webinars, and networking events, including post-session follow-up.
- Enable effective use of membership tools, systems, and engagement opportunities.
- Execute member-facing email communications within established SOPs using ActiveCampaign to support onboarding, engagement programming, and timely member updates, in coordination with Marketing.
- Evaluate participation data and feedback to inform improvements to member programming.

Reporting & Insights

- Track and report on prospect pipeline and member engagement outcomes, including onboarding completion, event participation, and early engagement indicators, in alignment with corporate scorecard measures.

- Prepare regular reports and dashboards with insights and recommendations to support program monitoring and decision-making.
- Analyze trends and identify opportunities to strengthen member participation and retention.
- Share insights across teams to support coordinated outreach and engagement strategies.
- Identify recurring member inquiries and challenges to inform improvements to processes, communications, and overall member experience.

KNOWLEDGE

- Strong understanding of membership-based program models and member lifecycle management.
- Working knowledge of CRM platforms and data governance best practices.
- Understanding of stakeholder engagement, onboarding, and retention practices within a membership or association context.
- Familiarity with tourism, hospitality, or destination marketing organizations is an asset.
- Understanding of reporting and performance measurement in support of organizational scorecards.

ABILITIES, SKILLS, AND COMPETENCIES

- Demonstrated expertise in CRM administration, workflow management, and data quality oversight.
- Strong analytical skills with the ability to interpret data, identify trends, and generate actionable insights.
- Strong stakeholder service orientation with the ability to respond to member inquiries and support positive relationships with industry partners.
- Experience executing email communications using marketing automation or email platforms (e.g., ActiveCampaign) within established SOPs, including list selection, scheduling, testing, and deployment.
- Excellent organizational skills with strong attention to detail.
- Strong written and verbal communication skills.
- High level of professionalism and ability to collaborate effectively with internal teams and external stakeholders.
- Ability to manage multiple priorities and deadlines in a fast-paced environment.
- Comfortable supporting system transitions, process refinement, and change adoption

EDUCATION

- Post-secondary education in business administration, information systems, communications, tourism, or a related field, or an acceptable combination of education, training, and experience.

EXPERIENCE

- Minimum 3 years of relevant experience in membership administration, program operations, CRM management, or stakeholder services.
- Experience supporting CRM data, workflows, and reporting in support of program delivery and stakeholder engagement.
- Experience using CRM-integrated email or marketing automation platforms to support member or stakeholder communications, onboarding, and engagement initiatives.
- Experience supporting acquisition pipelines, onboarding processes, and ongoing member engagement tracking.
- Experience coordinating webinars, training sessions, or engagement programming is an asset.
- Experience supporting system upgrades or platform transitions is an asset.

APPLICATION DETAILS

Please send your resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Membership Program Specialist" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We are committed to equitable hiring practices. Please note that as part of our recruitment process, we may use automated tools to screen resumes for qualifications and relevant experience. Human oversight is maintained throughout the selection process to ensure fairness and transparency.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.

This position reflects a current vacancy.

Compensation: \$72,000