

**TITLE: Membership Sales Representative**

**FLSA: Exempt**

**REPORTING RELATIONSHIP:** Reports to Director of Sales

**JOB SUMMARY:** Responsible for increasing Explore York membership programs through sales, retention, and customer service. Ensures accuracy of Explore York member information. Creates a diverse membership portfolio that is reflective of York County. Serves as Simpleview CRM Administrator.

**1. Increase Explore York membership, retention, and participation in member programs:**

- Identify strategies to grow membership, participants, and revenue.
- Meet with businesses to understand their needs, explain benefits/opportunities, and secure memberships to meet budgeted income goals, finalize collection of dues.
- Solicit members for participation in various programming including brochure distribution, travel guide advertising, sales programs, etc.
- Effectively onboard and acclimate new members to Explore York membership.
- Implement prospecting action plan: Calls/appointments and appropriate follow up.
- Develop membership retention plan to include in person annual visitation of members to gauge satisfaction, obtain testimonials for future use, etc.
- Coordinate ongoing member focus groups. Schedule and attend focus group meetings, provide materials, and recommend strategies for effective membership utilization.
- Provide e-newsletter content direction to Digital Marketing Coordinator for all cooperative advertising programs and member opportunities.

**2. Provide excellent customer service and Member Services:**

- Devise ongoing member communication plan to obtain event information, news, and new programs for Explore York to use in marketing, on social media, blogs, and advertising campaigns.
- Lead the process to update and develop collateral for membership, renewals, and programs.
- Survey membership to determine issues of value and possible rate adjustments, communicate findings to team.
- Follow up with/track existing members who are not renewing and prospects who decide not to join and why.
- Develop packages and coupon opportunities with members for events/seasonal opportunities.
- Attend networking events, member familiarization events, annual have it made here event, Annual Tourism Industry Event and other member/Explore York events as assigned.
- Maintain membership benefits collateral and share with members/prospects.
- Understand, embrace, and support the Destination Brand concept in order to explain to membership. Examples include 'Have It Made Here' signage on-property or on their website.

**3. Simpleview/CRM Administrator:**

- Serve as Simpleview CRM Administrator.
- Update rates and programs in CRM database.
- Utilize CRM database to maximize resource – including, but not limited to, maintaining accuracy of member information, benefits provided to members and prospects.
- Maintain active trace/follow-up system on all member prospects and personal sales calls.
- Handle all administrative tasks associated with entering accurate member information into CRM database per renewals or new member forms for use in travel guide and on website.

**Additional responsibilities:**

- Contribute to team environment by focusing on mutual respect and performing other duties as assigned.
- Maintain cooperative relationships with Explore York staff by communicating necessary information, responding to requests, building rapport, and participating in problem solving methods.
- Actively participate in the performance review process.
- Maintain and increase professional and knowledge by attending approved educational workshops, reviewing professional publications; establishing personal networks; participating in professional societies and actively pursuing development plans as established with immediate supervisor.

**Qualifications:**

- College degree or equivalent experience in customer service, marketing, or tourism related field.
- Three to five years of experience in the hospitality industry.

- Ability to communicate effectively with written and verbal skills, strong interpersonal and persuasive skills.
- Ability to complete sales process from actively soliciting new partners to closing the sale.
- Coordinate a high level of activity under a variety of conditions and constraints.
- Ability to meet deadlines.
- Familiarity with the York hospitality industry.
- High level of creativity.
- Tact, courtesy and initiative in handling problems or customer relations.
- Ability to gather and analyze facts and implement strategies.
- Ability to use personal vehicle for travel; and possess a valid PA driver's license and minimum insurance requirements.
- Project management skills: organizing, developing, strong attention to detail, follow through, and timeliness of project deadlines to achieve goals.
- Ability to establish and maintain effective working relationships with members, staff, and consultants.
- Thorough knowledge of office procedures and the use of computers, software (word processing, spreadsheet, desktop publishing, etc.) and conventional office equipment.
- Bi-lingual is welcome.

**Physical Demands & Working Conditions:**

- Work schedule includes hours between 8:30 a.m. – 5:00 p.m. occasional evenings, weekends and holidays may be required.
- This job requires regular office attendance, interaction with team members, partners, and the community at large.
- This job requires minimal visual requirements. Able to distinguish unlike items, detect motion, and distinguish color.
- This job requires the visual ability to perform detailed work at close distances (computer screens, accounting ledgers, using measurement devices).
- This job regularly requires verbal communication of detailed information to others either by phone or in person.
- Must be able to speak and read the English language.
- Substantial movements (motions) of the wrists, hands, and/or fingers (repetitive motion).

**General Sign-off: Employee is expected to adhere to all company policies. Employee understands this job description reflects management's assignment of essential job tasks. Explore York's management reserves the right to assign or reassign duties and responsibilities at any time.**

**I have read and understand this general sign-off and job description.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_