**York County Convention and Visitors Bureau/ Date: February 1, 2021**

**Dba Explore York**

**TITLE: Membership Coordinator FLSA: Salary Non-exempt**

**JOB SUMMARY**: Responsible for increasing Explore York membership through sales, retention and customer service. Ensures accuracy of Explore York member information and designation. Serves as Simpleview CRM Administrator.

**REPORTING RELATIONSHIP: Reports to the Destination Marketing Director of** **Explore York**

**Counselors.**

1. **Responsible for increasing Explore York membership and its programs:**
* Meets with businesses to understand their needs, explain benefits/opportunities, and secure memberships to meet budget income goals.
* Effectively onboarding and acclimating new members to Explore York membership.
* Implement action plans for scheduling calls/appointments and follow-up for member prospects.
* Identify opportunities for new members and follows up with those businesses.
* Coordinate Membership Advisory Committee. Schedule and attend committee meetings, provide support materials, recommend strategies and potential membership rate adjustments.
* Keep members informed of all cooperative programs and opportunities through member e-newsletters and communications.
* Solicit members to maintain a minimum of 40 brochure distribution participants.
* Ongoing member solicitation for event information, news, and new programs for the purpose of marketing this information via Explore York’s social media, blogs, and advertising campaigns.
* Work with Marketing team to identify strategies to grow membership, both participants and revenue.
* Administrative tasks associated with entering accurate member information into CRM database via renewal or new member forms for use in annual promotions including travel guide and web site.
1. **Provide excellent Member Services and Customer Service:**
* Work with marketing assistant to develop packages and coupon opportunities with members for events, seasonal opportunities, etc.
* Support Marketing Department and Explore York by attending events such as networking events, member familiarization events, annual Made in America event, Annual Tourism Industry Event and others as assigned.
* Survey membership to determine issues of value and communicate with team.
* Follow up with existing members who are not renewing and prospects who decide not to join.
* Maintain membership marketing benefits information and share with prospects and all members.
* Update rates and programs in CRM database.
* Lead the process to update and develop collateral for renewal and programs.
* Work closely with brochure distribution company to negotiate contract and ensure brochures are supplied accurately and timely.
* Identify potential new/updated rack locations and work with distribution company to order racks and install.
* Provide distribution company with major event list to highlight key usage times.
* Communicate distribution reports and inventory with participants.
* Conduct annual survey of brochure rack participants to determine program effectiveness and issues.
* Ensure members understand, embrace, and support the County Brand through its business and marketing efforts. Examples include ‘Have It Made Here’ signage on-property or on their website.
* Utilize CRM database for membership and bureau events to maximize this resource.
1. **Simpleview:**
* Collaborate with marketing assistant on Simpleview SEO and website projects to ensure an effective and robust online experience for members.

**ADDITIONAL JOB DUTIES:**

* Contribute to team effort by performing other assigned duties as needed.
* 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 technical 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.
* Contribute to the team effort by proactively adopting the value of mutual respect focusing on team collaboration necessary for success of the organization by participating in meetings as deemed necessary by President, participating in monthly staff meetings, and preparing committee reports for staff meeting

**QUALIFICATIONS:**

1. College degree or equivalent experience in customer service, marketing or tourism related field
2. Ability to communicate effectively, both written and verbal skills
3. Strong interpersonal and persuasive skills
4. Three to five years experience in the hospitality industry
5. Demonstrated ability to coordinate a high level of activity under a variety of conditions and constraints and meet deadlines
6. Familiarity with the York hospitality industry
7. Tact, courtesy and initiative in handling problems or customer relations
8. Ability to use office computer and software
9. Ability to gather and analyze facts, and implement strategy to obtain objectives
10. Ability to use personal vehicle for travel; and possess a valid PA driver’s license and minimum insurance requirements
11. Ability to use project management skills (organizing, developing, attention to detail, follow through, and timeliness of project deadlines) to achieve goals
12. Ability to establish and maintain effective working relationships with members, staff and consultants
13. Demonstrated ability to lead people and get results through others
14. Thorough knowledge of modern office practices and procedures and the use of computers, software (word processing, spreadsheet, desktop publishing, etc.) and use of conventional office equipment
15. Ability to close sales

**Physical Demands & Working Conditions:**

* The work schedule for this position includes general hours between the shift of 8:30 a.m. – 5:00 p.m. Occasional evenings, weekends and holidays may be required based on operational need.
* This job requires regular attendance at the office and 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: The employee is expected to adhere to all company policies. The employee understands that** **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 to this job at any time.**

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

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_**