



## **Director of Member Engagement**

### ***Job Description***

*The LaGrange County Chamber of Commerce aims to be a champion of generational prosperity in LaGrange County. The Chamber does this by fostering hometown culture and driving exponential success.*

### **Job Summary**

As a Chamber of Commerce, our members are at the core of everything we are and do. The primary role of the Director of Member Engagement is to serve as the front door to the Chamber through engaging, relationship-based member attraction and retention efforts. This position will cultivate a path for members to understand, receive value from, and engage with the Chamber. The Director of Member Engagement is responsible for bringing in new members, upgrading existing members, retaining existing members and maintaining a high level of member engagement.

### **Duties/Responsibilities**

- Work alongside the Executive Director to establish membership development strategies and metrics of success, implementing actions toward that strategy, and measuring results toward strategic goals.
- Meet or exceed the budgeted membership revenue annual goal
- Ensure the “pipeline” of prospective members is properly recorded and constantly being updated. A strong familiarity with the Chamber Nation CRM system will be required, as well as engaging other Chamber staff through its functionality.
- Keep detailed records of prospecting and weekly member activities (goals, calls made, appointments scheduled and conducted, new memberships completed, declines, potential drops, etc.) through Google Calendar and the Chamber’s CRM system. Weekly reports to the Executive Director will be required.
- Schedule and execute outside sales through one-on-one meetings, phone calls, following up on all referrals, and by attending applicable chamber and community meetings and events. This work should be proactive so as to minimize “one-and-done” memberships.
- Manage member accounts through regular relational touchpoints in order to maintain and increase the year-to-year membership retention rate.
- Manage communications with members on accounts receivable matters as they pertain to membership. Work alongside the Director of Marketing & Operations to develop and implement efficient drip marketing renewal efforts.
- Work alongside the Executive Director to manage execution of the Chamber Partners Program, sponsorships, and the like. Identify strategies to generate Chamber revenue from sponsorships, advertising sales, and events.
- Oversee and expand ambassador program, leveraging ambassadors for member attraction and retention.
- Assist and perform other duties as assigned

**Essential Skills**

- An innate understanding of the makeup and culture of LaGrange County people, communities, and businesses. Extended residence within the community is preferred.
- Undergraduate degree preferred with sales or customer development experience
- Very organized in use of tools including Google Workspace, CRM, and others as provided
- A self-starter, assertive demeanor, and lifelong learner
- Ability to manage, motivate, and influence diverse groups of people
- Comfortable in a variety of work environments, including public speaking and presenting
- Understand basic business financial statements and reports
- Time management is of the essence, with an ability to prioritize in a high volume of work
- Exceptional listening skills, married with the ability to foster positive relationships
- Ability to overcome objections
- Appropriate and proficient phone and digital communication skills

**Scope of Position**

The Director of Member Engagement position is a flexible position which may require after-hours outside of normal business hours. The purpose of this role is to oversee the development and maintenance of Chamber membership. The Director of Member Engagement reports to the Executive Director.

Because of the nature of this role, this position is primarily a remote work position, with the expectation that the employee will be in the community, meeting with members and prospects. As described in the Personnel Policy Manual, remote work must be approved by the Executive Director, including a notification of where remote work will take place.