

Greater Starkville Development Partnership

Director of Membership Development

Job Description

The Greater Starkville Development Partnership, a member-driven association, serves Starkville and Oktibbeha County by promoting tourism and economic development and is dedicated to protecting and enhancing the quality of life in the community. The Director of Membership Development position offers a high potential opportunity for an individual possessing a self-starter attitude, customer-service appreciation and ability to project a positive outlook at all times. Strong verbal skills are an absolute necessity. Computer experience required. Individual must be able to work independently. The primary responsibility will be the recruitment of new and retention of existing members through personal contact and the evaluation and development of member benefits. This individual will also seek out additional revenue sources including sponsorships, grants, and gifts. The Director of Membership Development will report directly to the Chief Executive Officer.

Job Responsibilities

New Membership Recruitment

- Attain sales quota in new membership sales, complete sales activity report each week and review with CEO.
- Maintain active contact with members; identify opportunities to upgrade memberships and anticipate extra attention needed to retain a membership.
- Represent the Greater Starkville Development Partnership at appropriate conventions, expos, association meetings, networking events, etc.
- Recruit new members for Committee of 100

Member Retention

- Maintain a targeted retention rate of existing Chamber members.
- Establish positive working relationships with member firms to support member retention; work with CEO and staff to establish and carry out a plan of personal contact for members.
- Conduct planned education and outreach to increase member awareness of benefits; evaluate and recommend new member benefits to the CEO.
- Plan and execute regularly scheduled New Member Orientations that will inform new members about ways in which they may receive the most value from chamber membership.
- Seek out ways to engage membership in Chamber activities

General Membership Responsibilities

- Assist in the planning and implementation of chamber programming.
- Manage membership budget.

- Develop knowledge of all Greater Starkville Development Partnership benefits; field membership benefit questions.
- Coordinate with staff on marketing, news releases, and all Greater Starkville Development Partnership publications; submit membership-related articles and photos for publications.
- Work with staff to develop and coordinate marketing plan and the development of new programs for member services and retention.
- Recruit and manage the Ambassador team.
- Manage and supervise committees as needed.
- Promote and attend New Member Orientation; Community Roundtable; Business After Hours; Membership Luncheons; Committee of 100 events; Ambassador Meetings; grand openings, ribbon cutting ceremonies and other membership events.
- Other duties as assigned

Education & Experience Requirements

- Bachelors Degree from an Accredited University or College, Masters Preferred
- Customer Service/ Fundraising Experience
- Proficiency in use of Microsoft Office Suite

Compensation

Full-time, exempt employee, benefits listed in the handbook apply, including paid time off, health-care, mileage reimbursement, etc.

The Greater Starkville Development Partnership is an Equal Opportunity Employer.

Send resume and cover letter to:

Scott Maynard, CEO^[11]_[SEP] Greater Starkville Development Partnership
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