



JOB DESCRIPTION

Medicine Hat & District Chamber of Commerce

(herein referred to as "the Chamber")

Position Title: Member Relations Manager

Position Function:

The Member Relations Manager serves all primary functions of membership services for the Chamber and its members, responsible for the implementation and coordination of the growth, retention, sales and marketing of membership services and supports strives to develop relationships in order to achieve a high level of member satisfaction.

Working Relationships:

The Member Relations Manager reports directly to the Executive Director and works with the Business Development team with project administration and coordination.

Primary Duties and Responsibilities:

The Member Relations Manager performs the following as directed:

Member Management & Planning

- Coordinate and action tasks in the membership development and marketing plans which incorporates the goals and objectives that work towards the strategic direction of the Chamber
- Create and implement a membership attraction and retention plan and sales strategy and set workflow priorities and timelines to successfully deliver on the goals of the Chamber
- Create campaigns to engage dropped members, to increase referrals and to increase the Chamber's net promoter score
- Create yearly engagement strategies and implementation plan, such as the Chamber Connect
- Work with the Communication and Project Administrator in the creation of, updates for and distribution of membership material, mailings and correspondence to members and potential members i.e. letters, new member welcome packages, value added programs, fact sheets, brochures, member listings, member surveys and questionnaires and other materials as needed
- Ensure that member files are maintained and up to date and that privacy and confidentiality is adhered to
- Recommend ideas for improvement and highlight any problems within membership or the organization
- Act as a member liaison with the Alberta and Canadian Chambers and value-added benefit providers

Membership Growth & Retention

- Monitor the day-to-day delivery of the programs and services of the Chamber to maintain or improve quality of programs and/or services offered
- Implement process for membership feedback to ensure we are effectively communicating with our members and providing efficient and adequate delivery of service
- Establish and maintain a communication schedule and outreach plan to ensure we are in touch regularly with our members
- Establish ways to create and market added value programs for membership
- Develop and assist in coordination of member recognition programs
- Coordinate member renewal process
- Follow up on member resignations and produce reports on why memberships have lapsed
- Ensure proper membership orientation is conducted
- Engage and involve members in Chamber activities as appropriate
- Maintain and update membership database and records with current members and leads
- Promote and sell the Chamber's Memberships through education of the Chamber's benefits and services
- Oversee and assist in research when necessary for the planning, development, implementation and evaluation of the Chamber's programs and services in an effort to increase membership numbers
- Ensure that the programs and services offered by the Chamber contribute to the Chamber's mission, reflect the strategic priorities of the Board and meets the needs of the membership

- Implement sales strategies to recruit a minimum of 10 new members per month or the membership targets as approved in the yearly budget
- Implement retention strategies to ensure yearly decline of memberships is no greater than 10%
- Coordinate and assist the Local First Committee in retention, growth and promotion of supporting Local First initiatives
- Assist in informing the social media communication postings with timely membership information

Advocacy and research

- Relay issues expressed by the membership to the Industry Support and Government Relations Manager
- Ensure communication is conducted with stakeholders to obtain member input and to keep them informed of the work of the Chamber
- Act as liaison for the membership that communication flows from members to the appropriate individuals

Financial planning

- Work with the Executive Director to prepare the membership budget
- To be responsible to the approved budget and authorize purchase orders and reimbursements related to membership services
- Maintain budgetary control for projects
- Provide the Executive Director with proposed membership rate changes once a year in accordance to the bylaws and policies of the Chamber
- Present any additional revenue related options or potential added expenses for consideration and assessment by the Executive Director

Office Communication and Workflow

- Respond promptly to inquiries from prospective members, members, executive officers, Board of Directors, executive director and the general public and other industry bodies by phone, email or written correspondence and follow up within an appropriate timeframe
- Assist in ensuring that the operation of the Chamber meets the expectations of its members in accordance with bylaws and policy guidelines
- Provide support to the Board by preparing regular reports and supporting materials
- Participate in events and activities as appropriate
- Maintain a calendar of recruitment and retention activities, key events and meetings
- Keep records and produce reports showing the results of recruitment and retention activity, campaigns, member programs, non-renewals, etc.
- Maintain regular contact with staff to provide information on information relating to member services
- Participate in inter-office meetings
- Maintain a calendar of meetings and holidays and notify the Executive Director
- Remain current with Chamber policies and procedures
- Update the Executive Director of progress as well as recommend any improvements, changes, concerns or issues related to membership services or other general issues within the organization
- Assist in ensuring that the membership services of the Chamber meet the expectations of its members
- Set workflow priorities in accordance with the overall responsibilities of the position
- Perform other duties as required and directed

Risk management

- Assess potential threats to the Chamber's image
- Provide any information related to conduct of a member if that conduct is not in accordance with the vision, mission and objectives of the Chamber
- Provide regular, reliable and comparable reports on the Chamber's membership progress

Qualifications

Education

- A business administration or marketing degree or diploma or equivalent qualification in a related program
- Equivalent experience in a related organization or field of work

Professional designation

- Not required

Knowledge, skills and abilities

- Knowledge of general office practices, administration and marketing
- Ability to establish and maintain good working relationships with other staff, board, members, committees, volunteers and community partners
- Skilled in customer service and member relations practices
- Ability to operate office equipment i.e. printers, copiers, scanners, fax and postage machine

- Good organizational, written and verbal skills
- Ability to multi-task and meet deadlines
- Knowledge of current community challenges and opportunities relating to the mission of the organization
- Understanding of the functions and purpose of Chambers of Commerce

Proficiency in the use of computers for:

- Microsoft Office Applications: Word, Excel, Outlook, PowerPoint
- Database Management
- Internet Applications
- Design & Marketing (Corel, Adobe or Canva)
- Social Media (Facebook, Instagram, Twitter, LinkedIn, YouTube, SurveyMonkey, Constant Contact)
- Website Design (WordPress)

Personal characteristics

The Member Relations Manager should demonstrate competence in some or all of the following:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave with Integrity:** Understand ethical behaviour and business practices and ensure behaviour is consistent with these standards and aligns with the values of the Chamber.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the Chamber.
- **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Focus on Business Needs:** Anticipate, understand, and respond to the needs of the business community and meet or exceed their expectations within the Chamber's parameters.
- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance the Chamber's effectiveness.
- **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the Chamber.
- **Organize:** Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- **Plan:** Assist in determining strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Think Strategically:** Assess options and actions based on trends and conditions in the environment, and the vision and values of the Chamber.

Experience

Four or more years' experience in a not-for-profit organization or experience in administrative, marketing, communication, public relations or similar positions.

Working Conditions

The Member Relations Manager usually works in an office environment, but the mission of the organization may sometimes take them to non-standard workplaces. The Member Relations Manager works a standard work week, but additionally may be required to work evenings, weekends, and overtime hours to accommodate events and activities and represent the organization at public events.

Benchmark

NOC: 0124