



Business Development and Member Engagement and Retention Director

Position Description:

Membership growth and retention, business development, membership program/tiers/benefits, pro-active membership recruitment, manage and lead Red Coat Ambassadors

Building and maintaining strong community relationships

Ensuring high value in Chamber Membership

Specific Items for Key Roles:

Membership Growth and Retention

- Increasing Chamber membership in number and investment
- New Member recruitment activities and duties
- Developing and coordinating recruiting, retention, networking, and business development activities with the Chamber's Ambassador Committee (prospects, new members, retention and delinquents)
- Welcoming and onboarding new members
- Updating WebLink with new member information and communicating with Chamber team regarding all new members
- New member services such as Ribbon Cuttings, Groundbreaking Ceremonies, Anniversary Celebrations, etc.
- Obtaining and maintaining a list of prospective Chamber members
- Provide diligent follow through with prospective members and past due members
- Working closely with Office Administrator to ensure quarterly and annual invoices are disseminated in a timely fashion

Retaining Chamber Membership and Business Development

- Maintaining good relationship throughout the community
- Providing excellent communication between members and the Chamber
- Managing the collection process of all delinquent memberships discuss
- Developing monthly list of renewal dates and visiting with members prior to renewal
- Working with the Red Coat Ambassadors to contact delinquent members and retain membership



- Preparing membership reports for Board meetings
- Engaging members in Chamber events, such as Business Expo, First Friday Breakfast, Candidate Forums, etc.
- Developing valuable meetings, classes, networking events, and programs to members
- Helping businesses open, stay open, and grow
- Working to meet the needs of member businesses in our community in creative, innovative, and valuable ways
- Bringing valuable opportunities to local members/businesses through events, workshops, etc at our Chamber

Advertising and Sponsorship Sales

- Securing sale of advertising in Chamber publications such as but not limited to
 - Member weekly email
 - Monthly e-blast
 - Social media
 - Chamber website
 - City & County map
 - Community Profile & Buyers' Guide
 - Program of Work and Annual Report
- Managing advertisements sold to members
- Monthly reporting of advertising and sponsorship sales
- Reaching or exceeding annual goals as set by President
- Responsible for securing sale of sponsorships for all Chamber programs such as but not limited to
 - Annual Business EXPO
 - Arkansas Scholars
 - Bash at the Ballpark
 - Chamber Classic Golf Tournament
 - First Friday Breakfast
 - Paint the Town Green & Gold
 - Annual Meeting
 - Leads Group
 - Russellville Regional Leadership Academy
 - New Member Breakfast
- Managing sponsorship sales by members
- Communicating with Marketing and Communications Director on all sponsorship sales

ADDITIONAL RESPONSIBILITIES:

1. Assume other duties as assigned.



2. Monthly reporting of sales, ads, sponsorships, memberships, etc to CEO
3. Creation of new Red Coat Programs and restructuring of Red Coats as needed

Required Skills

- Ability to multitask, ability to prioritize and manage multiple tasks with strong organizational skills
- Strong interpersonal and verbal communication skills
- Ability to work in a dynamic and close-knit team environment
- Ability to be flexible and manage high pressure situations
- Must be able to meet deadlines
- Ability to work independently as well as collaboratively
- Ability to learn and operate Chamber databases
- Proficiency in Microsoft Office (Word, Excel, Publisher, and Outlook)
- Strong administrative skills
- 3+ years experience in sales or related field
- Bachelors Degree or equivalent in related experience and/or training

Submit resumes to mselman@russellvillechamber.com.