

COBB CHAMBER JOB DESCRIPTION

POSITION TITLE: Vice President, Member Development

REPORTS TO: Sharon Mason, President & CEO

DEPARTMENT: Member Development

Current Incumbent: TBD

GENERAL SUMMARY: This person is the leader for the major sales functions for the Cobb Chamber to ensure financial strength and the ability for the organization to carry out its mission through funding. Working with a team of volunteer business leaders and staff, this person oversees the team and strategy that leads membership recruitment, membership engagement and retention, sponsorships, ad sales, golf tournament fundraiser, and membership advantage programs. Our ideal candidate is a member-oriented and strategic leader energized by people and fundraising with proven success leading a team, in fundraising and in building strong relationships.

SUPERVISORY RESPONSIBILITIES:

- Manage and motivate **all Member Development** staff to exceed goals. Includes the team responsible for membership recruitment and engagement for each level of membership, membership campaign and golf fundraiser, sponsorships, advertising and membership advantage programs.
- Develop and direct implementation of an annual **business plan, budget** and associated goals; monitor progress regularly with staff and CEO.

ANNUAL MEMBERSHIP AND ADVERTISING CAMPAIGN

- Lead all aspects of the annual membership and advertising campaign including working with membership director, campaign chair, division chairs and team captains for team recruitment, campaign planning and implementation for member recruitment, retention and advertising.
- Work with membership director to lead membership campaign trainings, report parties, communications, volunteer recognitions and staff prize recruitment.
- Work with travel agent to plan/implement fun reward trip for top volunteers.
- Work with other department VPs to plan recognition of campaign achievement award winners at Annual Dinner and First Monday Breakfasts.
- Work with marketing on production of the Business Guide and Insight Guide as it relates to advertising sales and distribution.

MEMBERSHIP RECRUITMENT & RETENTION

- Lead strategy and team to grow membership and provide a valuable experience for members at each level.

- Oversee member engagement team and programs associated for a year-round retention plan for each membership level.
- Oversee all financial aspects of membership and staff associated with functions.

SPONSORSHIPS

- Oversee sponsorship recruitment and implementation strategy to continue increasing companies involved and investments overall in programs.
- Manage Investor Relations Manager that focuses on growing sponsorships for each chamber event to ensure budgeted goals are exceeded.
- Meet with current major investors to maximize their involvement, benefits and return on investment.
- Cultivate relationships year-round with new potential investors.

OTHER FUNDRAISERS & MISC.

- Oversee staff running annual golf tournament fundraiser for our foundation
- Oversee staff coordinating and expanding Member Advantage Programs for additional non-dues revenue.
- Play a major role in table sales for major events such as Annual Dinner and ARMAC Military Appreciation Luncheon.
- Look for new revenue sources for our chamber that bring financial returns and provide value to members to take their business to the next level.
- Oversee additional fundraisers as called upon by the CEO
- Represent Chamber at functions and in speaking roles as needed

EDUCATION and/or EXPERIENCE: Bachelor's degree (B.A.) from four-year college or university. Proven success leading a team and in fundraising with more than three years of experience in managing people and more than five years of fundraising sales.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent communicator and motivator of staff and volunteers.
- Proven success in fundraising.
- Ability to build strong relationships quickly and energized by people.
- Knowledge of chambers of commerce and the value that memberships and sponsorships provide to take companies and individuals to the next level of their business.
- Strategic planner to analyze trends and continue innovating to provide value to members and grow revenue.
- Ability to effectively present information and respond to questions from groups of managers, investors, members and the general public.
- Ability to collaborate with and motivate all personality types.
- Knowledge of budgetary process and ability to analyze financial reports.
- Knowledge of project management and ability to manage multiple priorities.
- Strong interpersonal skills.