



Membership and Marketing Manager Job Description

Role:

The Membership and Marketing Manager is an innovative and collaborative individual who serves our organization's membership, actively recruits, secures membership sales and develops strategies for membership retention. He/she is largely responsible for sales of our Chamber publications, web site and event sponsorships. The position is responsible for planning, developing and implementing membership strategies utilizing best practices.

The Membership Services and Sales Manager reports to the Executive Director.

He/she is also responsible for paying bills and reconciling finances in Quickbooks.

Areas of Focus:

Sales & Membership – recruits, secures sales, retains and grows Chamber membership, affiliation and participation.

Sponsorships & Fundraising – solicits member sponsorships and participates in fundraising events and initiatives.

Accountability:

The Membership and Marketing Manager is responsible and accountable for the following:

- o Managing, updating and keeping current the Chamber's Chamber Master database.
- o Membership retention and recruitment (sales), expanding membership base, including membership analysis.
- o Responsible for overall Chamber bill paying and tracking.
- o Ad sales for publications – includes Go Kennebunks, Eat the Kennebunks, the Chamber Map and The Anchor.
- o Maintain strict confidentiality of proprietary information regarding members and non-members.
- o Understands and accepts that the tasks outlined in this job description may be modified or changed. Is able to perform the essential functions of this job as listed above, with or without reasonable accommodations.

Essential Job Responsibilities:

Sales & Membership

- o Conduct membership visitations to ensure quality membership benefits are being provided by the Chamber, and encourage membership retention.
- o Recruit new members via telephone and in-person meetings to prospective businesses in the Chamber area and throughout York County. Secure membership sales.

- o Handle sales for all Chamber publications, web sites and other new ventures, including event sponsorships
- o Research best practices in membership and implement best practices for membership benefits
- o Manage and maintain accurate Chamber Master database, including membership reports, billing, and A/ R.
- o Ability to regional and state meetings as needed, including cruise ship consortium.
- o Support and promote members through social channels.

Sponsorships and Fundraising

- o Assist in identifying new sponsorships and fundraising initiatives.
- o Provide Chamber support for all fundraising events.

Executive Director Support

- o Provide support to the Executive Director, to include problem solving, project planning and facilitation, financial coordination.
- o Be an integral part of the Chamber’s marketing initiatives that include creative oversight, logistics and planning.

Qualifications:

The ideal candidate for this position is an experienced and visionary leader in membership organizations, sales and technology.

Knowledge, Skills & Abilities

- o Excellent oral & written communication skills
- o Strong interpersonal skills and team oriented
- o Ability to build partnerships and relate effectively with diverse constituents
- o Excellent sales skills/ability to develop territory and build relationships
- o Superior organizational skills with the ability to prioritize and work well independently
- o Confidentiality essential
- o Excellent computer skills, especially in Microsoft Office Professional: Google Suite, Microsoft Office, WordPress, Canva a plus, Quickbooks (training can be provided)
- o Well-versed in all social media platforms.

Education & Experience: The candidate should possess a Bachelor’s Degree in business, tourism, communications, marketing, business management or related field and 3-5 years’ of experience preferred.

The Kennebunk Kennebunkport Arundel Chamber is an equal opportunity employer. We are a hardworking team that respects and supports each other; our members and community.