

Siouxland Chamber of Commerce
Job Description: *Chamber Membership Engagement*
Position Summary

FLSA Status: Salaried

Approved: March 2018

As the leading Siouxland area business advocate, the Siouxland Chamber of Commerce represents its members by promoting the economic welfare and the quality of life for the tri-state region. This position is responsible for ensuring Chamber members understand the value proposition associated with their membership and enjoy a positive and rewarding member experience. This position also includes Chamber member retention and will require communication regarding annual dues and collection of dues / payment as required. This position works in concert with all other Chamber employees.

Essential Duties and Responsibilities

Membership Engagement and Retention

- Build strong, effective, and positive working relationships with Chamber members to maximize their experience which will ultimately lead to enhanced retention.
- Work closely with *Director of Investor Relations* to reach out to new members and identify and retain high-risk members, as well as formulate strategy for engagement and retention.
- Partner with the *Director of Events* to ensure comprehensive relationship building from initial sale, to ribbon cutting, through day-to-day operations of Chamber activities and events.
- Work cooperatively with the *Director of Communications* to ensure members are aware of Chamber functions, activities, and events.
- Communicate regularly with the *Director of Finance* to proactively identify and address “aging” accounts and, when necessary, reactively address at-risk members or “dropped” accounts.
- Work with *Executive Assistant* to implement Small Business Education Series.
- Develop programs and offerings that are of benefit to membership and result in positive engagement by membership and improved retention.

Writing / Media and Public Relations

- Compose and distribute press releases as needed
- Proofreading Chamber communications
- Blogging and Social Media as necessary
- Enhance organization’s relationship with strong media and community relations platforms

Competency

- Must be a **motivated, energetic, and creative self-starter** who demonstrates **tremendous personal initiative** and requires **limited direct supervision**.
- Capable of working independently with the ability to seek direction, assistance, and support when needed.
- Ability to work independently, but also contribute to organizational goals as a member of a high performance team.
- Able to develop an overall strategy and associated tactics to accomplish specific and measurable goals.

To perform the job successfully, an individual should demonstrate the following competencies:

- Demonstrates high level of organization and attention to detail
- Synthesizes complex or diverse information
- Meets commitments
- Maintains confidentiality
- Listens and gets clarification
- Writes clearly and informatively
- Communicates skillfully and diplomatically
- Demonstrates accuracy and thoroughness
- Manages competing demands
- Presents numerical data effectively
- Demonstrates knowledge of market and competition
- Identifies external threats and opportunities
- Demonstrates patience and persistence to overcome obstacles
- Prioritizes and plans work activities
- Pursues personal and professional training and development opportunities
- Able to deal with frequent change, delays, or unexpected events
- Contributes to building a positive team spirit
- Works ethically and with integrity
- Upholds organization's values
- Commits to long hours of work when necessary to reach goals

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

<p>Communication Skills</p> <ul style="list-style-type: none"> • Read, analyze and interpret general business periodicals, professional journals, technical procedures and government regulations • Writes reports, business correspondence press releases and internet blogs, etc 	<p>Mathematical Skills</p> <ul style="list-style-type: none"> • Add, subtract, multiply and divide • Compute rate, ratio and percent • Develop and interpret graphs
<p>Reasoning Ability</p> <ul style="list-style-type: none"> • Defines problems, collects data, establishes facts drawing valid conclusions • Interprets an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. 	<p>Other Skills and Abilities</p> <ul style="list-style-type: none"> • Is persuasive with the written word • Utilizes Social Media to maximize impact through those communication channels

Education and/or Experience

- Bachelor's degree (B.A. or B.S.) from an appropriately accredited four-year college / university or directly relevant experience and / or training in a related field or military service.

Computer Skills

To perform this job successfully, an individual should have knowledge of / or ability to quickly learn Chamber Master, Constant Contact, Microsoft Publisher, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Facebook, LinkedIn, Twitter.