

## **JOB DESCRIPTION**

### **Belleville Chamber of Commerce**

Revised October 2019

**POSITION:** Membership Development Coordinator  
**REPORTS TO:** Chief Executive Officer

On the shores of the Bay of Quinte, straddling the Moira River, sits the rapidly growing and revitalized City of Belleville. Our business-focused yet socially conscious municipal government is driven to serve citizens and businesses alike. Our city is expanding cultural and active transportation infrastructure, is conveniently located on the 401 corridor, and is only 30 minutes away from any activity you could possibly think of. “The Friendly City” is, quite honestly, one of the most beautiful places in our country.

The Belleville Chamber of Commerce believes our business network is fundamental to our community, not only for the economic value it contributes through employment and taxes, but also for the personal connections every business and business owner has with the many public and social causes in our region. Our membership represents all sectors and sizes of business, be they locally or internationally based, and also includes several non-profit organizations.

As the “Voice of Business,” the Belleville Chamber of Commerce shares the needs of business with our community, our governments, within our country, and around the world. We steadfastly believe that when businesses prosper, our community thrives. We may appear political, but we are completely non-partisan. We will always advocate on behalf of our member businesses, celebrate wins that grow opportunity, and never give up speaking for Belleville’s business community.

Three words best represent our guiding principles: Connect, Represent, Share.

As our new Membership Development Coordinator, you will be both a champion for all our current members, and also grow Chamber membership by passionately sharing our values (and value) with businesses and entrepreneurs located within our wide City boundaries.

## THE OPPORTUNITY

We are seeking a dynamic and community-focused person to embrace the role of Membership Development Coordinator for the Belleville Chamber of Commerce. We require someone with an energetic and positive personality that believes in the fundamental value businesses provide to their communities, and who can passionately articulate the value proposition of our Chamber to local businesses. Someone who clearly understands how our Chamber **connects** member organizations and entrepreneurs together, **represents** their best interests at all levels of government, and **shares** the needs of business with the overall community (while also facilitating the sharing of ideas and strategies between businesses and between business and the community).

We need someone

- who understands that membership development means nurturing and serving existing members, while recruiting new ones on a consistent basis.
- with a proven background in sales who also understands the **real** secret of success, in any position, regardless of the type of business.
- who understands that the gold standard for customer service is speed, accuracy, and a service mindset.
- who is a strong communicator, and who won't rely on one single form/channel/method of communication, but will carefully choose the medium based on the message (eg., phone, digital systems, or in-person)
- who can maintain and administer our current membership roster, who will proactively review and refine our existing member programs, and who has the ability to see new opportunities to increase member (and non-member) engagement with our organization.
- with database and information management skills who understands customer relationship management systems (and principals).
- who is creative, disciplined, curious, and focused – all at the same time.
- who loves to collaborate with others in order to make good ideas awesome ones, who is able to see things through, and who is flexible with their work schedule (because sometimes we work very odd hours).

## **QUALIFICATIONS & DEMONSTRATED SKILLS**

- Post-secondary education in business or a relevant discipline
- A proven record in sales & customer service
  - Experience in selling 'intangibles' and business-to-business sales
- Maturity and ability to engage people in the overall networking, advocacy and learning environment we offer members
  - Excellent verbal and written communications skills with the ability to speak and write compellingly
  - Self-starter and highly motivated to deliver value
  - Professional appearance and demeanor at all times
  - Not afraid to speak in front of large groups or engage in individual conversations
- Team player and ability to attract resources to a task or program and contribute to group performance
- Computer skills
  - Advanced proficiency in MS Office (Word, Excel, PowerPoint, Publisher, Outlook)
  - Experience with database/CRM software
  - Social media/digital marketing
- Broad knowledge of multiple industry needs
  - Local business connections, regarded as an 'in the know' person
  - An understanding of the trials of entrepreneurship
- Ability to meet deadlines and objectives
- Meticulous in detail and follow through

## **OTHER DUTIES**

- Meet and greet visitors, tourists & members to the Chamber office
- Develop a knowledge of local and surrounding communities in addition to Chamber members
- Answer telephones, take messages, send, retrieve and distribute emails, fax, photocopying as required
- Perform administrative functions as required by the CEO

- Actively participate in meetings for Chamber and City special events as needed
- Assist with ticket sales for special events
- Attend City and Chamber special events as required
  - Assist with the operations and development of events
  - Perform sundry duties as required
  - Flexibility in hours
- Must have own transportation

Other Information:

- Attendance at Chamber sponsored functions and City events as necessary
- Hours of work: 37.5 hours/week with majority of time during business operating hours 8:30 a.m.– 4:30 p.m., Monday to Friday.
- Will be required to work additional hours as necessary

## SPECIFIC DUTIES

<b>CONNECT</b>
Organize membership networking events (eg. Business Card Mingles) – develop schedule, obtain hosts & door prizes for the events
Coordinate and attend all business Grand Openings in the city, presenting the new business with congratulations on behalf of the Chamber and relevant membership information for the business that will encourage them to join
Attend all Chamber events to act as a liaison with new members and potential members to the membership at large
Actively encourage members to attend Chamber events
Invite potential new members to attend Chamber events
Design and update content for a comprehensive business directory
Developing a Chamber members information centre for easy membership referrals
<b>REPRESENT</b>
Demonstrate a thorough knowledge of the Chamber of Commerce movement and membership benefits.
Assist the CEO with filtering CCC & OCC latest reports & updates
Support the CEO to actively engage in community activities as a means of Chamber advocacy, forge important and strategic business relationships with key individuals throughout the community.
<b>SHARE</b>
Member to Member discount programs
Current member discounts through partnerships with the CCC & OCC
Provide assistance to the membership in maintaining and enhancing their membership profiles on the Chamber website
Assist in designing Chamber advertisements
Assist in the preparation of an Annual Report
<b>SALES</b>
Answer general inquiries from members
Support & develop non-dues revenue programming (including commission based affinity programs such as Chamber Plan)
Maintain a current membership marketing brochure outlining benefits of membership, with further brochures customized by economic sector
Develop and implement a new members recruitment plan with an emphasis on building out the means of recruitment
Develop, coordinate and implement a membership retention plan to include identifying “at risk memberships”. Establish criteria for this plan.
Conduct exit surveys with members who decide not to renew
Contact expiring memberships for renewal
Develop and actively pursue new member benefit opportunities for review with the membership committee (including those being offered by the CCC & OCC, as well as M2M)

Work with Chamber staff to actively seek out advertising and coordinate sponsorship opportunities. Development of a package to convey these opportunities as a membership benefit that is promoted to the membership.
Develop professional quality membership packages & marketing materials for the promotion of the Chamber and membership in the Chamber
Plan & coordinate all aspects of the Business to Business Tradeshow including preparation of vendor packages, and promotion of the event
Plan & coordinate with the assistance of Board committees non-dues revenue events (Golf Tournament, President's Dinner)
In partnership with the City Events Coordinator, identify community engagement opportunities for both Chamber & City events.
<b>ADMIN</b>
Maintain Board contact list Coordinate annual Board "Election Of Officers"
Maintain the Chamber's membership database in ChamberMaster, ensuring information is current and representatives are correct.
Develop & distribute annual membership renewal packages, including preparation of membership invoicing
Manage and track membership renewals & payments
Act as secretary to the Membership committee in preparing agendas and recording meeting notes
Provide monthly membership reports to the CEO and membership committee to include current membership numbers and names of new, renewing and cancelling members <ul style="list-style-type: none"> <li>• Coordinate development of Annual Report</li> </ul>
Work with the Membership Committee to develop a Chamber Ambassadors program
Submit new members to the Board for review
Produce new members lists for the Riley Group, Esso, UPS, First Data & 1-800 Members for their follow up on benefit offerings
Design & develop event flyers and notifications