



Georgetown Chamber of Commerce
Position Description: **Membership Manager**
Reports to: Director of Programs & Events

Summary of Position

The Membership Manager drives growth, engagement, and retention of the Chamber's membership. This role educates members on Chamber programs, resources, and benefits while serving as a key brand ambassador to the business community. Working closely with Chamber leadership, sponsors, and members, the Membership Manager prioritizes exceptional customer service and revenue generation through membership and sponsorship sales.

Membership Manager Duties & Responsibilities

- Maintain comprehensive knowledge of all Chamber programs, services, initiatives, and activities to serve as the primary point of contact for member questions and concerns.
- Serve as the primary point of contact for membership inquiries and proactively pursue prospective members and account upgrades when applicable.
- Onboard new members ensuring all member information is accurately entered into Chamber Master, collect member logos, and verify completion of membership materials across all levels. Contact new members to welcome them, review benefits, activate accounts, process account level changes, and schedule ribbon cuttings when applicable.
- Create and manage billing for monthly invoices (current, 30/60/90/120 days). Maintain billing letter templates. Email, print, and mail invoices with appropriate correspondence for accounts. Review monthly billing for accuracy. Prepare and mail renewal letters with member window clings monthly. Conduct past-due calls for membership accounts.
- Create and maintain a monthly membership report to be reviewed during weekly Director meetings and prepare a new member report for staff meetings.
- Oversee membership retention process throughout the annual membership cycle. Manage monthly staff retention communications, maintain retention templates, and send six-month survey emails.
- Maintain accurate membership statistics using retention spreadsheets and prepare board reports, including New Member, Dropped Member, Renewal, and Aging Reports.
- Record member payments in Chamber Master and reconcile weekly with the Director of Operations.
- Lead membership and sponsorship sales efforts, including working closely with the Director of Programs & Events to develop an annual sponsorship packet. Coordinate with sponsors to ensure delivery of promised benefits and achievement of budgeted revenue targets.
- Manage advertising sales for the printed directory and map to meet budgeted revenue goals.
- Plan and execute New Member Orientation events at least twice annually. Develop and update New Member Welcome packets and related materials.
- Schedule, attend, and lead ribbon cuttings. Manage internal calendar scheduling, create event pages, develop social media graphics, and produce video recaps for social channels.
- Plan and execute Business After Hours events, including sponsorships, event web pages and promotional graphics.
- Manage the Chamber Ambassador Program, including meetings and delivery of New Member Packets.
- Manage the Women in Business Alliance by maintaining web pages, coordinating with committee chairs, ensuring promotion through newsletters, creating agendas when applicable, managing registrations, and following up with non-member attendees across all alliances.
- Develop and implement strategies to recognize and thank members throughout the year.

General Office Expectations:

- Adhere to all policies set forth in the Employee Handbook.
- Provide administrative support to the office staff such as creating excel spreadsheets, power points, or word documents, as assigned.
- Demonstrate a positive and collaborative work relationship with the team, our membership, Board of Directors, renters, and visitors with a focus on accomplishing the goals of the entire organization.
- Maintain general knowledge of chamber programs and services. Understand all membership levels and benefits and be able to discuss with any prospective business.
- Demonstrate an understanding of the Chamber's value to the community and to its members and visitors.
- Provide exceptional customer service with Members, renters, and guests of the Chamber.
- Work at all fundraising events and assist at membership events, as assigned.
- Always act as a team player by being alert to things that need to be done that are not listed in the position description. Take the initiative to get things done, with minimal supervision, and be alert to other items that need to be accomplished that may not fall in your job description.
- Maintain strict confidential information acquired in this position.
- Provide administrative support in the office, as needed.
- Ability to multitask.
- Assist other roles as needed.
- Perform other duties as assigned by the President/CEO.

Technical

- Maintain and update the Chamber's CRM platform (ChamberMaster).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Proficient understanding of Canva, Constant Contact, and social media platforms.
- Strong time management and organizational skills with the ability to manage multiple priorities effectively.
- Strong public speaking, research, and writing skills. Demonstrated ability to communicate effectively through verbal, nonverbal and active listening skills with volunteers, members, and co-workers.

Physical Requirements

- Ability to run occasional work-related errands, including deliveries and purchases (mileage reimbursed).
- Ability to lift and carry materials/small equipment as needed, occasional use of a ladder.
- Ability to stand for extended periods of time during Chamber events and programs.
- Ability to move, set up, and break down event materials and equipment as needed.

Education / Experience

- Bachelor's degree is preferred, ideally in related field.
- Three or more years of relevant professional experience preferred.