

## **Fuquay-Varina Chamber of Commerce Position Description**

**Position:** Director of Member Services

**Reports to:** President

**Date:** February 2017

Exempt position – Full Time / salary position that may include some early mornings, evenings, and Saturdays

### **POSITION OVERVIEW:**

This mid-level position is responsible for planning, developing, and implementing the Chamber's membership development efforts and communications programs. Active participation in Chamber functions and events is essential. This individual will be highly visible with the membership to assess culture for appropriate events, programming, and high member satisfaction levels. Duties also include event-planning assistance, sponsorship development assistance, and operational assistance as needed to fulfill membership development goals.

### **REQUIREMENTS:**

Four-year degree. Sales and/or customer service, superior attention to detail, strong written and oral communication talent, organizing, volunteer management, event planning. Chamber industry knowledge a plus.

### **RESPONSIBILITIES:**

#### **Member Services (50%):**

Manage a membership committee of volunteers

Develop and implement a member relationship management plan to achieve 85% retention rate

Meet established membership recruitment goals:

- Regular visitation with prospective members

- Build and maintain database of new businesses

Manage Ambassador program

Organize member events: monthly networking, new member breakfasts and training, annual member appreciation and others

Organize and implement programs and services of interest to members

Supervise membership systems (files, records, new member packets, application processing, etc.)

#### **Communications/Marketing (20%):**

Write and issue press releases for Chamber programs and events

Assist in writing website and mobile app content

Proof and review all printed materials for Chamber

Manage social media strategy & monitor implementation

Manage lobby cabinet display ads

Manage promotion of all events/activities

Liaison with Marketing Committee

#### **Event Planning (20%):**

Schedule event dates and post on all public calendars

Monitor progress of all event committee meetings

Maintain event planning manuals for all events

Promote event sponsorship opportunities

Solicit bids from contractors/vendors

Assist with operational logistics for all events

Manage promotions and marketing for all events

Manage volunteer recruitment for all events

**Information Technology (5%):**

Manage ChamberMaster, MyChamberApp, GO >FV mobile app, Facebook, Twitter, and other applications for Chamber  
Manage Constant Contact interface and update as needed  
Interface with webmaster

Educate members on the use of ChamberMaster and mobile app  
Work with IT vendors who are providing service

**General Administration (5%):**

Secondary responsibility for phones and office coverage/credit card processing  
Procure/organize procurement of supplies needed for all major events  
Attend monthly board meetings and report on membership activities  
Attends business after hours and networking breakfasts  
Regularly attends the following committee meetings: Ambassadors, Marketing, and Membership,  
Attends ribbon cuttings  
Manages photography services for events and regular activities