

MEMBERSHIP COORDINATOR JOB DESCRIPTION 2024

Robertson County Chamber of Commerce:

Job Description, Position: **Membership Coordinator**

Reports to: President

Date Last Revised: 2/16/2024

JOB DESCRIPTION

The Robertson County Chamber of Commerce Membership Coordinator is the commissioned sales individual under the direction of the Chamber President. The primary function of the MC is to recruit new members to the organization through prospecting calls and enhance retention of existing members through new member onboarding, servicing of existing member needs, and selling the Premium Membership Investment opportunity. As well as monthly billing, delinquent invoice collection, and membership database management.

General Duties:

- a. Generate revenue through the sale of membership to the Chamber
- b. Responsible for new client prospecting which includes: telephone calls, follow-up from events, member referrals, networking, cold calling and leveraging existing relationships.
- c. Provide proactive member service and timely follow-up that meets and exceeds the Chamber standards.
- d. Achieve and exceed monthly sales goals.
- e. Contribute toward the maintenance of a professional and ethical image for the Chamber.
- f. Provide additional support for event management and utilize events as a forum for retention and member relationship building.
- g. Sell additional membership benefits as available, promote marketing, networking and sponsorship opportunities to members to ensure full member benefit.
- h. Enter contact feedback into database for all retention calls made to members, as well as communicate feedback regularly with the President.
- i. Responsible for calls on delinquent accounts (30, 60, and 90days past due)
- j. Assist in the coordination of any member contact made by the Ambassadors, or board members. Assist with other membership programs and activities as needed.
- k. Assist and interact with members as well as potential members at all Chamber hosted or sponsored events such as: Good Morning Robertson County, Women in Business, Lunch and Leads, Pull for the Chamber, Sugar Plum Ball and Spirits of the South, as well as any additional events that are added.
- l. Coordinate new member orientation and other Chamber events as directed by the President.
- m. Maintain accurate logs of sales calls and results which are summarized in a computer database.
- n. Maintain constant accuracy of Chamber Master and Constant Contact for all members and representatives.
- o. Other duties as assigned by President.

*This position is salary + commission, compensation is based on sales experience, chamber industry experience, and monthly goal achievement.