

**CENTRAL DELAWARE CHAMBER OF COMMERCE  
JOB DESCRIPTION  
COORDINATOR OF MEMBERSHIP SALES & RETENTION**

The **COORDINATOR OF MEMBERSHIP SALES & RETENTION** serves as the person who is responsible for the recruitment (sales) and retention of membership through outreach and engagement. Membership Sales & Retention is also responsible for working with the entire staff on Program Development to create new programs/benefits for CDCC Members. This position reports directly to the President.

(NOTED: Compensation is designated by a base salary plus commission.)

This position is a full-time salaried position. Normal office hours are from 8:30 to 4:30 with one hour for lunch. Presence is required at events outside of normal working hours.

**Responsibilities for the Coordinator of Membership Sales & Retention include:**

- Achieve the annual membership goals for both sales and retention as set by the Chamber Board and budget through positive interactions with both prospective and existing members.
- Maintain an active prospecting list for both membership sales and retention contacts.
- Develop and implement membership sales and engagement plans which will include personal visits, mailings, phone calls, and emails.
- Assure that all new members receive all relevant information and are properly oriented.
- Work with the Director of Marketing & Communications to keep all membership materials current.
- Coordinate and implement all ribbon cuttings and ground breakings and work with the Director of Marketing & Communications to make certain all are marketed effectively.
- Work with the Director of Membership Services on Member Business Brags.
- Update and manage the CDCC Membership CRM Program which tracks members engagement and involvement with the organization as well as our communications and outreach to members.
- Direct and assist the Ambassador Committee with their mentoring of members and the scheduling of retention calls.
- Conduct member orientations.
- Visit with current and new members to identify areas where for their engagement in the organization will most benefit their businesses; such as committees, sponsorships, marketing, etc.
- Work to assure success of all networking events.
- Submit a weekly report of activities regarding sales and retention calls and visits to the President. (Reports submitted every Monday.)
- Maintain and grow the CDCC member-to-member discount program, the 5 Star Member Program and the Ambassador 5 Star Program and to assist with the development of new programs, and any new programs developed that benefit membership.
- Attend and represent the chamber at events as directed.
- Other projects and responsibilities as assigned.

**Other Duties:**

- Assist with answering the telephone.
- Assist with walk-in visitors.
- Keeping work area in a neat and orderly condition.
- Attending staff meetings.
- Attending and Representing the Chamber at events as directed.
- Membership recruitment and retention through positive interaction with current and prospective members.
- Other projects and responsibilities as assigned.

**Requirements/Education:**

- Bachelors' degree or equivalent work experience required.
- Demonstrate successful development of programs/events.
- Successful project management.
- Minimum of three years' experience in an office environment with public contact.
- Excellent office skills required: typing, grammar and computer.
- Ability to logically and independently plan, organize and complete work; possess initiative and well-developed interpersonal skills.
- Ability to set and achieve goals.
- Ability to become proficient with a proprietary software.
- Friendly, co-operative and people oriented.
- Excellent telephone skills.
- Ability to handle multiple tasks.
- Reliable, dedicated, able to handle pressure.
- Possess a neat and pleasant professional appearance.
- Friendly, cooperative and people oriented.
- Ability to handle multiple tasks.
- Reliable, dedicated, able to handle pressure.
- Ability to bend, stoop or keel.
- Ability to lift up to fifty pounds.
- Ability to ascend and descend stairs and travel to other locations within the facility.
- Valid driver's license and transportation.
- Ability to read material and hear inquiries from members, visitors, callers and staff.

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all the work requirements that may be inherent in the position.

The Central Delaware Chamber of Commerce is an equal opportunity employer.