

Title:

VP of Membership Engagement

Full job description:

The Chamber of Business and Industry of Centre County (CBICC) is seeking an experienced, highly motivated, self-driven individual to serve as our Vice President of Membership Engagement.

This individual will assume a frontline position of senior leadership at the Chamber and will be in charge of the management and fulfillment of annual new member recruitment, as well as engagement and retention of current members, and overall membership experience.

This position is for someone with a strong track record in sales, and in building and executing creative strategies, programs and campaigns that drive business results.

The successful candidate should possess a high level of written and oral communication skills. This individual will be expected to interact with key executives at prospective and existing member companies and engage with their representatives.

Relationship building, leadership, organization, attention to detail, flexibility, time management, and teamwork are critical for this position.

The VP of Membership Engagement will report directly to the President & CEO.

Principle responsibilities include, but are not limited to:

- Work with the President & CEO to build a new, scalable member-engagement model that will drive significant growth, promote deeper membership engagement and boost member retention.
- Proactively seek new business and consistently achieve retention objectives by maintaining member relationships with a strategically determined book of business.
- Devise and execute an effective on-boarding process that includes explaining the benefits of membership and assist chamber members in taking full advantage of membership benefits.
- Set and achieve budgeted revenue goals and report results to the Board of Directors.
- Conduct market research, including surveys and exit interviews.
- Create content and distribute membership marketing materials, including welcome and renewal letters, newsletters, fact sheets, directories, brochures, social media, and website.
- Give speeches and presentations to inform and persuade others through various marketing channels, including social media, TV, radio, and video.

- Demonstrate competency in effective use of CRM systems, maintain database integrity and accuracy, and develop a quality prospective member list.
- Lead and grow corporate sponsorship program to support the programming of the Chamber, including creating packages and proposals that provide mutually beneficial partnerships.
- Report weekly to President & CEO on sales calls, leads and status of projects.
- Work in partnership with management and staff, to ensure strategic planning for short-term and long-term organizational growth.
- Organize and manage annual slate of member events, including ribbon cuttings.
- Grow volunteer support for organizational programming and initiatives, and inspire and guide volunteer leaders, including committee chairs and Ambassadors.
- Attend, support and participate in Chamber events, including nights and weekends as necessary.

Disclaimer: Nothing in this job description restricts CBICC's right to assign or reassign duties and responsibilities to this job at any time.

Qualifications:

- Bachelor's degree and/or at least five years of demonstrated experience in business development, sales or fundraising.
- Advanced computer skills including proficiency in CRM systems, telecommunications systems and Microsoft Office products.
- Excellent negotiation skills and proven record of increasing revenue through the generation of new sales leads.
- Strategy and business plan experience, including the ability to manage detail-oriented programs and projects.
- Ability to work a flexible schedule as needed.

Salary commensurate with experience.

Work hours are 8:30 a.m. to 4:30 p.m. Monday-Friday and as needed at various events before and after hours. The CBICC offers a competitive benefit package, including PTO, health, dental, vision, life insurance, disability and 401(k) plan.

Qualified applicants will be considered immediately. Only those applicants with appropriate experience will be contacted. No phone calls please. Please submit a cover letter and resume by email to Donna Newburg (donna@cbicc.org) or by regular mail to CBICC, 131 S. Fraser Street, Suite. 1, State College, PA 16801.

The CBICC is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment.

The organization:

The CBICC is a private, nonprofit, membership organization comprised of more than 700 business enterprises, civic organizations, educational institutions, government entities, and individuals. Our mission is to provide visionary leadership to support business and economic development and to enhance and promote a high-quality of life in Centre County, Pennsylvania.

The organization was formed when the State College Chamber of Commerce (established in 1920) and the Centre County Industrial Development Corporation (established in 1956) combined into a single operating entity in 1992. Today, the CBICC staffs and manages three corporate entities under its umbrella:

- The Chamber of Business & Industry of Centre County (CBICC) – 501c(6) membership organization governed by a single 22-member (maximum) Board of Directors.*
- Centre County Industrial Development Corporation (CCIDC) – 501c(4) charged with promoting economic development throughout Centre County.*
- Chamber Foundation of Centre County – 501c(3) charitable organization focused on economic development and education initiatives, while offering tax advantages to businesses or individuals that make certain charitable contributions to support CBICC/CCIDC professional/workforce development initiatives.*

Work location: State College, Pennsylvania

Located in the geographic center of Pennsylvania, Centre County has a population of 162,385. The largest community is State College (population 40,000+), the home of Penn State University.