



PART-TIME POSITION OPEN: ENGAGEMENT MANAGER

April 28, 2015

With more than 550 members, the Chesterfield Chamber is the largest and most influential business advocacy group in Chesterfield County. We are seeking a highly-motivated individual who wants to join our small staff of movers and shakers. The Engagement Manager is a new staff role.

The purpose of the Engagement Manager is to ensure proactivity in member outreach so that members make the most of their investment and ultimately renew their membership. This is a part-time position starting July 2015, with full-time potential. Hours are 24/week. Compensation: \$18/hour; no benefits during part-time employment.






GOALS OF THE POSITION

Year 1 – 80% membership retention

Year 2 – 82% membership retention

Year 3 – 85% membership retention

ESSENTIAL FUNCTIONS

-  Every member contacted quarterly by phone with a follow-up email to recap. The Engagement Manager will prioritize outreach each month. Outreach will be documented and reported weekly.
-  Serve as information source to members regarding benefits and opportunities. Coordinate member activity, including but not limited to:
 - Monitor new member survey results
 - Create customized engagement plan with new members; members who need to re-engage
 - Ensure members are getting value for their membership and help them identify opportunities that fit their needs
 - Ensure members are involved in some form or fashion (e.g., committees, attending events, sponsorship, digital communication).
-  Assist with motivation and management of volunteers. Specifically, Membership Committee and Ambassadors.
-  Identify membership upgrade opportunities, and secure, through engagement contact.
-  Submit sponsorship fulfillment reports to tier members (post events and annually).

ACCOUNTABILITY

The Engagement Manager reports directly to the president and works closely with the Director of Business Development. A measurement of success/value delivered will be involvement of membership and retention performance.

SKILLS REQUIRED FOR SUCCESS

- ✓ Track record of successful customer relations experience; relevant references required at time of interview.
- ✓ Successful presentation skills; mock presentation required at time of interview.
- ✓ Experience with customer management software and/or membership database management.

To apply: Send a cover letter and resume to Danna Geisler, president, on or before Friday, May 22, 2015, via email at danna@chesterfieldchamber.com.