



Job Description: Member Relations and Programs Manager

Accountability: President & CEO

General Responsibilities: The Member Relations and Programs Manager is responsible for planning, managing, and coordinating a variety of key membership and program initiatives that are essential to the growth and health of the BIA. This role serves as the staff lead on membership retention and engagement efforts and works closely with the President & CEO and VP of Events and Membership Development on new member development and sales. This position entails significant external facing outreach, communication, and customer service with existing members and new member prospects. Other key responsibilities include management of the membership database, supporting CEO outreach to key members, as well as program and event support.

Skills Required: Team-oriented mindset that excels at collaboration. Outgoing personality that enjoys networking and relationship building. Strong organizational skills with the ability to manage multiple priorities at once. Professional communication skills, both oral and written, that supports a commitment to high quality customer service. Proficiency with Microsoft Office Suite of products and familiarity with sales or membership database systems.

Specific Duties and Areas of Responsibility

Membership Retention and Engagement:

- Develop and implement membership touchpoint processes that connect with and engage members throughout their annual membership cycle.
- In conjunction with the President & CEO and VP of Operations and Finance, support the billing, invoicing, and collections processes.
- Develop and maintain membership templates (emails, letters, etc.) for use by staff for membership communication and outreach.
- Support CEO outreach to key BIA members throughout the year, including scheduling and post-meeting action items.

New Member Sales:

- Serve as staff lead on developing and maintaining prospect lists and engaging staff in providing new member prospect ideas. Identifies prospects through Board member outreach, attending external events, and following local news and social media.
- Develop and maintain, in partnership with the Director of Digital Marketing, the BIA "membership packet" used for membership outreach and new member sales.
- In partnership with the President & CEO and VP of Events and Membership Development, identify high quality membership prospects and coordinate outreach meeting with BIA leadership.
- Invite membership prospects to BIA events, meetings, and engagement opportunities.

Database Management:

- Ensure the BIA membership database is maintained with up-to-date membership information.
- Explore new features and capabilities of GrowthZone software that enhance the BIA's membership experience. Serve as a resource for staff on database questions and requests.
- Collaborate with staff to ensure key committees, lists, and groups are maintained and updated.

General Membership Support:

- Develop ideas and draft content that advance the BIA's membership efforts via the website, social media, and digital communications. Work in partnership with the Director of Digital Marketing and Design and Director of Communications and Public Policy to implement.
- Serve as staff lead on maintaining and updating list of member benefits and exploring new benefit programs that will enhance the BIA's value proposition to current and new members.
- Plans and coordinates membership orientation sessions to engage new members in the BIA and reconnect with existing members looking to better utilize their membership.
- In partnership with the President & CEO and key staff, develop and implement a plan to update and modernize the BIA's membership dues and investment schedule.

Program and Event Support:

- Provide support to the VP of Events and Membership Development with event registrations and other program details, including onsite logistics at BIA events.
- Support and assist with communications and outreach with key members/sponsors leading up to and following events and programs.

Operations and Office Administration Support:

- Assist with conference room set up for committee, Board of Director, and various member meetings and roundtables.
- Be familiar and trained to set up and use the conference room video conferencing system for hybrid or virtual meetings.
- In partnership with other staff members, support the daily operations of the office through various tasks including greeting of visitors, answering inbound office calls, assisting with large mailings or event preparation projects, and other duties as assigned.