

MEMBERSHIP & COMMUNITY DEVELOPMENT MANAGER



JOB DESCRIPTION:

Membership & Community Development has the primary function of growing the Bartlett Chamber membership base and enhancing the Chamber's image throughout the community. Work directly with existing members, new and prospective members, community leaders and the general public. Assist the Chamber and the Bartlett Chamber Foundation in promoting the community's attributes and in supporting the leadership programs, workforce initiatives and other activities of the Foundation.

PRIMARY RESPONSIBILITIES:

New Member Development – The development manager should be able to convey to local businesses the importance of a strong chamber of commerce and the advantages it offers. The manager should also be able to identify growth industries and companies that are compatible with the local environment and would enhance the Chamber's membership base.

Membership Database Management – A chamber of commerce is dependent on a strong membership management system. The development manager is responsible for maintaining current and precise information on all existing and prospective members, elected officials and other civic leaders.

Legislative Affairs – Knowing our elected officials and the political landscape is important for a chamber of commerce. This position should develop an open dialogue with elected officials and their staff on local, state and national levels. Serve as a conduit between BACC members and their respective elected officials.

Existing Business Development – Work closely with the Director of Economic Development with existing business calls. Coordinate calls and assist with setting up meetings and follow-up.

Sponsorship Development – Membership dues comprise less than 30% of the BACC's total revenue budget. The majority of funds come from non-dues sources, i.e., chamber event programming, publications, general sponsorships and economic development. This position is expected to aid in revenue development in all of these categories.

Community Development – In addition to growing the BACC membership, this position is charged with being involved in activities that help strengthen the overall community. This may be in the form of the Bartlett Chamber Foundation, Bartlett Education Foundation, Bartlett Station Farmers Market, Workforce Development initiatives, and any activities that lends itself to community enhancement.

Leadership Development – One of the main functions of the Bartlett Chamber Foundation is developing future community leaders. This position will work closely with the BCF Board of Directors in recruiting participants and assisting with other program activities.

JOB EXPECTATIONS:

1. Bring in new members and promote sponsorship opportunities.
2. Manage all Ribbon Cuttings
3. Serve as the staff liaison to the BACC Ambassadors
4. Become proficient in the **ChamberMaster** © database and communications system.
5. Manage the BACC Business After Hours events and help develop new opportunities for BACC members to network
6. Manage the Eggs & Issues series and similar public policy forums.
7. Manage Chairman's Luncheon
8. Manage Job Postings on website
9. Staff point person for the Women's Connection and Luncheon
10. Serve as BACC liaison to community enhancement organizations including Bartlett Chamber Foundation, Bartlett Education Foundation, Bartlett Station, Farmers Market, etc.
11. Be political astute by knowing elected officials and their staff and act as facilitator to members when needed.
12. Proficiency in social media and how best to utilize its capabilities to enhance the BACC's image in the community as well as its members.
13. Good and creative writing skills to market the BACC and its members
14. Assist in managing the Bartlett Chamber's website www.bartlettchamber.org; and all other websites administered by the BACC
15. Promote the Bartlett Insights annual magazine in both ad sales and content.
16. Solicit sponsors for all BACC events with special emphasis placed on the Bartlett EXPO, BACC Golf Tournament, Industry Picnic, Women's Connection, BACC Awards Banquet, BACC Gala, Chairman's Luncheon, BACC Open House and Holiday Heroes.
17. Staff point person for Bartlett Festival
18. Promote the monthly membership meetings and grow the participation.
19. Promote the Greater Memphis Medical Device Council www.gmmdc.org
20. Assist with all BACC events and work with staff in their implementation.
21. Take ownership in one or more BACC events.
22. Work closely with the Bartlett Chamber Foundation Board to recruit Leadership Bartlett participants and developing programing.
23. Submit monthly reports to the CEO regarding development activity, i.e., prospects calls, existing business calls, sponsorship prospects, Leadership Bartlett promotion and recruitment, and anything else that is pertinent to development.

COMPENSATION AND BONUSES

The Membership & Community Development Manager will be paid a salary plus commissions and is entitled to all benefits provided the BACC staff. Exceptional performance can be rewarded by a bonus system as determined by the BACC President.

ALL ENQUIRIES SHOULD BE DIRECTED TO: Kathy Carl
Director of Operations
www.kcarl@bartlettchamber.org
901.372.9457