



greater williamsburg

CHAMBER OF COMMERCE

Job Category: Membership

Job Title: Membership Director

Reports To: Chief Executive Officer

Position Summary:

This position is responsible for recruiting new members and retain The Greater Williamsburg Chamber of Commerce current membership. In addition, this position recruits and develops annual sponsorships.

Membership Director Responsibilities:

1. Membership –

- Recruit new members and retain current membership for the Chamber of Commerce. Initiate sales calls/visits to identify and generate new memberships.
- Initiate, maintain and update member benefit information, member affinity programs, prospect packages, etc., and all membership related correspondence. Expand, implement, and maintain programs to increase new members and retain existing members.
- Instruct and ensure the preparation of new member packets, member renewal letters, committee meeting communication, and all membership correspondence. Lead new membership orientation classes monthly.
- Provide staff support for the monthly Membership Committee and maintain accurate records for the selection of the Membership Star of the Month, Quarter and Year.
- Produce monthly board report on New Members, Dropped Members, and Member Renewals. Report and review statistics monthly with Chamber of Commerce CEO.
- Coordinate, communicate and set up all ribbon cuttings.
- Assist in retention efforts of delinquent members with Chamber staff
- Serve as a liaison between members and the Chamber of Commerce.
- Provide new and renewal membership information for communication manager.



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- Collaborate with Chamber of Commerce CEO to set yearly membership, renewal and retention goals.
2. Staff Liaison for standing committees. This will include preparing the agenda for the Committee Chair to approve one week prior to committee and collecting notes from the Committee Secretary. Sending out one week prior to committee pre-read packets. Provide a committee update to Chamber of Commerce CEO, monthly.
- Staff Liaison for the following Committees -
- Membership
 - Ambassadors
 - Health
 - Dementia Friendly
 - Other Committees as assigned by the CEO
3. Sponsorship -
- Responsible for the recruitment, annual review of Annual Sponsors and the implementation of all sponsors.
 - Collaborate with Chamber of Commerce CEO to set yearly sponsorship goals.
4. Events –
- Attend and work all events put on by the Greater Williamsburg Chamber of Commerce including Business After Hours, Breakfast to Business, Morning Blend, Biz Ed Lunches, Annual Meeting, Legislative Forums, Annual Gala event, 15 under 50 Awards event, Chamber Challenge, Oktoberfest, Christmas Parade as well as added new events. This includes after hours events.
 - Attend events in the community representing the Greater Williamsburg Chamber.

All other duties as assigned.