



## **Position Description : Development and Retention Coordinator**

### Overall Responsibility

Under minimal supervision, position is responsible for selling memberships to prospective non-member businesses by communicating the benefits of the Chamber and continuing the relationship to secure renewal. Provides detailed information on various Chamber programs and initiatives and orients the members to Member Services and the Chamber's advertising vehicles. The Development and Retention Coordinator will actively promote the Chamber and support its mission.

### Detailed Duties

Solicitation of membership investments and renewal of 2<sup>nd</sup> year memberships

### Supporting Goal:

Help ensure the successful growth of the Chamber's membership.

### **New Member Recruitment**

1. Prospect for new membership investments (Goal: sell a minimum of fifteen (15) new memberships per month or \$6750 in new member dues revenue.)
  - a. Prospects can be found by cold calling, warm leads, member referrals, etc.
2. Maintain a weekly log of contacts and potential members, to be provided to the Director of Membership on a weekly basis.
3. Serve as a team liaison during the *Moving Fort Collins Forward! Campaign* and serve as the primary contact for all teams in terms of new member sales.

4. Conduct new member meetings with new members that come in during campaign.

### **New Member Onboarding and Contact**

1. Facilitate the on-boarding of new members and the renewal of their first-year membership.

### **Member Retention**

1. Ensure the renewal of assigned member accounts and assist with collection of annual dues.

### **Other Duties**

1. Attend weekly staff meetings and interact with members and potential members at Chamber events such as: Business After Hours, New Member Orientations, Annual Dinner, Golf Classic, Business After Hours Tradeshow, Chamber Summits and other Chamber events as directed by the Director of Membership.
2. Maintain regular communication with Director of Membership to increase knowledge of Chamber member benefits, opportunities, events, discounts, new products and services and the like.
3. Assist staff as necessary to ensure the efficient and effective operation of the Chamber office. Make use of available software applications in a way that ensures that our members and the general public view the Chamber as a respected, professional, efficient organization. Answer phone calls and assist with walk-in traffic as necessary.
4. Participate as an active member of the Chamber staff, which is a positive and dynamic team dedicated to exceeding customer expectations.

### **Special Requirements:**

1. Self-starter.
2. Professional appearance.
3. Previous sales experience a plus.

4. Must have/maintain a dependable vehicle.
5. Strong organizational skills.
6. Ability to succeed with little supervision.
7. Strong verbal and written communication skills.
8. Ability to prospect/cold-call new businesses and to upgrade and sell major accounts.
9. Actively support and participate in Chamber functions.
10. Ability to work in a fast-paced environment.
11. Must have the ability to foster the values of member relations.
12. Professional demeanor and presentation of self with an outgoing personality.

#### Accountability and Job Location

The Development and Retention Coordinator will be directly accountable to the Director of Membership. S/he works from the Chamber's headquarters building at 225 South Meldrum in Fort Collins CO.

Submit resume and cover letter to Kim Medina at [kmedina@fcchamber.org](mailto:kmedina@fcchamber.org).