

## **SAVANNAH AREA CHAMBER OF COMMERCE & VISIT SAVANNAH VICE PRESIDENT MEMBERSHIP - POSITION DESCRIPTION**

The Chamber receives the majority of its income from membership dues, sponsorships, and numerous programs. The Chamber enjoys a broad and growing membership of over 2,100 businesses and 5,000+ volunteers. The membership dues base is over \$1M, with sponsorships and event income exceeding \$.5M.

The VP of Membership is an important partner of the Chamber leadership team of 5 others who report to the CEO and coordinate to guide the overall direction of the Chamber, Visit Savannah and the Chamber Foundation, as well as all affiliates.

The following is a list of the VP Membership's responsibilities:

- **Membership Retention:** Historically 14-16% of the memberships fail to renew either due to lack of interest or out of business. Developing member participation is a key to retention.
- **Membership Sales:** Replacing members who depart the organization, as well as growing the membership base is a critical function of this Department. Responsibilities include:
  - Management of an Annual Membership Campaign which assembles corporate teams of volunteers in a selling competition. Often 20 teams and 100 volunteers are involved for 10-15 weeks. Sales goals approximate 150 memberships and new event sponsorships. Developing an exciting and motivating environment is a key to the success of this effort.
  - In-house Sales: Department staff have annual sales goals to be managed.
  - The Membership Department also secures sponsorships for many Chamber-wide events, each with retention and growth goals to be developed and managed by the VP.
- **Member Communications:** The VP of Membership works closely with the VP of Communications in directing all membership communications, from billing, newsletter strategy, event invitations, benefits, etc. This department also retains all responsibility for the membership database using D3000 software.
- **Small Business:** The Membership Department oversees the Small Business Council which meets monthly with speakers and conducts a Small Business Trade Show encompassing booth sales, a dinner, and awards for member businesses. This department oversees the Owner's Council comprised of 35 small business owners who meet bi-monthly to share programs of mutual interest. The Ambassador's Council exists as a tool to have member volunteers engage in helping new members become involved, as well as assisting with the production of Chamber events.
- **New for 2011,** an Annual Chamber Awards Banquet is scheduled for the fall, targeting the entire membership and presenting the Oglethorpe Leadership Award(s) and tying into the 50<sup>th</sup> anniversary of Leadership Savannah.
- **Additional events,** such as 6-8 Business Connections and various educational seminars also are managed by this department.

The most successful candidate will be able to work in a fast moving, heavy membership and event environment. Flexibility and managing multiple priorities is important as the membership department supports program managers through multiple departments. Strong communications and organization skills are critical. Salary and benefits commensurate with experience.

Resumes and inquires: Bill Hubbard, CEO, Savannah Area Chamber & Visit Savannah ~  
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