



The
PRESIDENTS' COUNCIL

AN ENGINE FOR BLACK BUSINESS GROWTH

Supervisory Responsibilities: N/A

Contacts: Internal/External Clients, community members, including Board and Elected officials

FLSA Status: Salary +Commission/Exempt

90-Day Evaluation: Hourly + Commission (Transition to salary + commission based on achieving established sales goals)

Hours: 40 hours per week with some evenings and weekends required

Salary Range: \$40k - \$50k, commissions are paid monthly

As an Engine for Black Business Growth, The Presidents' Council acts as a catalyst for inclusion by **Supporting, Developing, and Advocating** for our region's current and future generations of African American entrepreneurs and leaders for sustainable wealth creation through Business Development + Entrepreneurial Support, Ecosystem Building (organizing & mobilizing), Advocacy + Thought Leadership, and Capital Formation + Investments; affecting influence and accountability at ALL levels that directly impact African American businesses and the communities we serve.

Position Title: Membership Services Coordinator

JOB PURPOSE:

The Membership Services Coordinator (MSC) **Grows and Retains chamber membership through sales, programs, and service by calling on prospects and building relationships with business owners who will benefit from membership in our organization.** The MSC reports to the Executive Director, works independently, and collaboratively with other Presidents' Council staff in the following areas: The Presidents' Council Business Chamber (PCBC) program and event planning. Maintaining our customer database, preparing for and facilitating meetings and marketing materials are keys to success in the position.

JOB GOALS

- Increase membership
- Meet target revenue goals
- Enhance and improve event based and digital programming
- Measure and report economic impact of The Presidents' Council's services

QUALIFICATIONS:

The MSC possesses research, analytical, interpersonal, organizational, and communication skills. Interacting with members requires sales skills, professionalism, and business orientation to build relationships that meet our member's needs. The MSC may also assume responsibilities for special projects and will have the opportunity for professional growth and learning through a varied and dynamic set of responsibilities in a team environment. Working with Board members, community partners and elected officials will highlight the successful candidate's communication and influence skills.

PRIMARY RESPONSIBILITIES and ESSENTIAL FUNCTIONS: This position includes, but is not limited to, the following responsibilities:

Sales

- Identify and qualify prospective customers through research, networking, and cold calling
- Develop and execute member recruitment strategies and systems including making sales visits and attending approved events to promote PCBC
- Develop and execute membership retention plan including following up with lapsed members. Retention of members/memberships activities include annual outreach to every existing member of the chamber to collecting on past due accounts, and several activities in between
- Drive membership renewal process, including identifying members who need special attention and/or who are candidates for upgrading membership by effectively leveraging our CRM database.
- Plan, manage, and attend, various events including *PC Nights*, Member Mixers, and other events.
- Provide analytics and feedback concerning member questions, concerns, requests, and interests so we may address and tailor future planning and responses
- Provide customer service and after-sales follow-up
- Create, utilize, and maintain membership and advertising sales materials
- Market all chamber programs and events to potential, new and existing members as needed via traditional and nontraditional media
- Maintain CRM and website directory, including data entry and troubleshooting
- Build relationships with members and affiliates

Programming

Member Services Program Implementation and Infrastructure

- Manage the systems and processes for intake, evolution, and completion of individual client projects
- Identify and recommend new Preferred Providers; onboard based on established needs, metrics, and goals
- Understand and adhere to all Business Growth Collaborative (BGC) grant criteria
- Compile and Analyze trends in the programs, identifying issues and identifying improvements
- Promote and manage monthly business forums (*PC Work it Wednesdays* and *RealTalk*) to bring valuable speakers and information to our members
- Produce social media content to build and sustain our connection to our members and prospective members. Build brand awareness through engaging multi-media formats.