



## **Membership and Chapter Specialist**

**February 2021**

In this role, you will manage the strategic planning and implementation of organizational initiatives related to membership growth overall and specifically within the regions of our eight chapters. Reporting directly to the CEO, and working closely with other team members, your strategy and leadership will be integral to helping EBA achieve all our strategic goals.

You will develop and implement comprehensive membership growth plans that expands and sustains EBA's membership nationwide, with specific attention to regional growth outside of DC. You will work directly with the volunteer leadership of eight chapters to determine recruitment strategies and you will proactively approach individuals and organizations within the industry, share our value proposition, engage them in our programs and invite them to join.

You will work closely with other staff to develop and execute on organizational sponsorship plan for achieving chapter and national meetings goals.

This role is ideal for a goal-oriented, self-motivated individual who is looking to develop valuable relationship management and sales experience within a fast-paced environment.

Specifically, the Membership and Chapter Specialist is responsible for all strategic, operational, and administrative components of membership recruitment including communications, recruitment, application processing, initial engagement, as well as providing general member assistance by email and phone. You will work with the database manager to track and develop dashboards of data reporting and you will work with the Sr. Manager Marketing to execute creative campaigns to achieve the growth goals.

Sensitivity to confidential matters is required.

It is desired the candidate will be located in the Washington DC area, however, remote employment situation will be considered.

### **Key Responsibilities**

- Identify, contact, and recruit prospective members using both inbound leads and prospecting strategies (leads will be mostly warm but there could be occasional cold calling as well).
- Establish relationships in nontraditional markets for purposes of recruiting new members.
- Schedule quality calls with key members, universities and law firm leads through consistent outreach.
- Research potential members and identify key information to prepare for introduction meetings.
- Liaison with eight Chapter to develop close relations and to train, support and assist in carrying out strategic membership campaigns.
- Evaluate processes to ensure prospective members receive the highest quality service and have an optimal experience.
- Assist in member retention by working closing with the Sr. Mgr, Marketing on renewal campaign development.

- Provide insight into the views of prospects and new members for purposes of product and service development, analysis, and planning.
- Identify potential sponsors for various organizational programs.
- Meet or exceed monthly, quarterly, and annual revenue targets.

### Key Attributes

- Results-driven. You see the big picture, monitor your key growth performance metrics, and take the action necessary to produce results. You work with a sense of urgency. You don't wait for things to happen; you initiate action and get it done.
- Collaborative. You produce effective and efficient results by building internal relationships and implementing best practices.
- Curious. You are naturally curious and love to learn. You are open to new ideas and are willing to change. You know what questions to ask and when.
- Service-oriented. You take the time to learn what is valuable and important to others. You are member-focused and committed to providing the highest level of service while remaining aligned with the mission of the organization.
- Problem-solver. You are comfortable with the inevitable changes that are brought about as a result of rapid growth and development. You smoothly manage through ambiguity and can shape answers to questions when no template exists.
- Self-assured. You communicate and coordinate effectively at every level. You instill trust and confidence with internal staff and external entities. You are not easily discouraged.

### What's Attractive to the Right Candidate?

- There is significant potential for growth. With a large number of potential members, you can make a big impact here.
- You will enjoy working with a highly capable leadership team and colleagues who are devoted to EBA's success. We are a small but collaborative team with a focus on culture.
- We offer competitive compensation/commission and generous benefits that include medical, dental, eye care and life insurance; 401(k) savings plan; profit-sharing plan; long-term disability; professional development memberships; potential for remote and flexible work hours.

### Duties and Responsibilities:

- Membership recruitment, and to work with staff on retention, and renewal
- With the staff and volunteer team, develop and implement strategies for increasing membership, to include
  - identify lists of prospective members.
  - conduct market research for a broad variety of geographic regions (including prospective international members);
  - develop methods to conduct outreach to prospective members; and
  - develop incentives for current members to participate in growing membership.
- Manage, analyze, and interpret membership and prospect engagement, pipeline, etc. and adjust operating procedures based on meaningful trends.
- Manage quarterly New Member Orientations
- Member services, onboarding, and ongoing engagement
- Develop, in concert with Marketing Manager, recruitment communications strategy and execution
- Continuous assessment of activities to improve the member experience
- Regularly meet with the Chapter boards and solicit feedback to improve engagement and recruitment opportunities
- Liaison to the eight chapters and EBA Membership Committee
- Along with other staff, maintains accuracy of member information within EBA database

### Technical qualifications include:

- Experience with MemberSuites AMS or other related association database
- Strong Excel skills
- Minimum 2 years Microsoft 365 experience
- Experience posting to social media including Twitter and Linked In
- Experience using MailChimp or other automated marketing platform

#### **Qualifications**

- B. A./B.S. preferred and at least 2-3-years of professional experience, including internship roles.
- Excellent verbal and written communication skills.
- Strong member service ethic.
- Excellent organizational, planning, and project management skills.
- Strong attention to detail
- Strong verbal and written communication skills
- Ability to work effectively at strategic and tactical levels
- Demonstrated ability to meet established and emerging deadlines
- Ability to travel including overnights

#### **To Apply**

Submit resume, cover letter detailing why you are the best candidate for the job to [levine@eba-net.org](mailto:levine@eba-net.org) with subject line: "Membership Specialist." No phone calls.