

## Membership and Partner Development

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### Reports To: Director of Marketing

#### Position Overview

Responsible to develop and implement programs, projects and activities designed to increase and retain membership for the JCVB. Assists, where needed, in the JCVB digital marketing and offline marketing communications efforts. Works in a team environment and must perform in a reliable and confidential manner.

#### Responsibilities and Duties

- Plans, develops and implements membership sales, services and retention
- Maintains and performs all administrative functions related to membership
- Coordinates with Director of Marketing all membership committee meetings, correspondence and minutes
- Corresponds with partners in all aspects of membership and support on a regular basis
- Maintains database of member contacts
- Researches and develops prospective partners and recruits new partners through prospecting, qualified calls, participation in business-to-business/community functions and additional creative avenues achieving annual membership goals assigned
- Maintains current contact with partners via phone, email and or personal visits to assess needs and responds quickly and efficiently
- JCVB liaison to Membership Committee
- Reviews and recommends changes to membership fees, services and benefits when required
- Keeps partners informed of benefits and special events on an ongoing basis
- Coordinates all aspects of educational and networking programs to include partners and develops new partner orientation
- Prepares monthly membership reports
- Distributes collateral to partners and through appropriate channels
- Coordinates the writing and editing of copy and production of JCVB publications and collateral materials
- Coordinates all aspects of member quarterly newsletters
- Compiles content for calendars and convention reports
- Assists with the maintenance and retrieval of general file information and special projects
- Assists with maintaining library of destination photos and videos and Maintains print publication archives

#### Position Requirements

- Minimum two years of experience in a sales, membership or administrative assistance level
- Excellent writing skills including a command of grammar, usage and vocabulary
- Strong communications and detailed organization and proofreading skills
- Ability to deal effectively with current and potential members/clients and the public
- Knowledge of the convention and tourism industries a plus