

GREATER CLEVELAND PARTNERSHIP

POSITION DESCRIPTION

POSITION TITLE: Director, Membership Revenue

TEAM: Membership Development and Marketing

REPORTS TO: Managing Vice President, Revenue

FLSA CLASSIFICATION: Exempt

POSITION SUMMARY:

The primary function of the Director, Membership Revenue is to sell new middle market investor-level memberships. This individual will be responsible for prospecting, acquiring and retaining a book of business. Key functions of this position include maintaining the organization's knowledge and information on Northeast Ohio's companies and utilizing a working knowledge on the GCP membership value proposition to develop a pro-active approach to middle-market membership development.

ESSENTIAL FUNCTIONS:

- Act as a primary face for the GCP working as a primary contact for member needs and interests, as a representative at business and community events, and as a knowledgebase for the GCP's strategic work in Northeast Ohio.
- Prospect and sell middle-market memberships.
- Build a prospect list of Northeast Ohio target companies utilizing research, lists, referrals, etc.
- Retain a book of current members as identified by the Managing Vice President, Revenue. This includes outreach, follow-up conversations and meetings to retain and further engage these companies in the organization.
- Work hand-in-hand with the Director, Sponsorships with the express intention of supporting the sponsorship revenue goal.
- Maintain and promote the membership value proposition – including benefits, discount programs, and involvement in driving the GCP's strategic initiatives and business agenda.
- Work with the Investor Retention Specialist, Revenue Support Manager to maintain information on leading area companies and members using a variety of online and electronic databases to compile company profiles and assign annual dues amounts to investor level companies.
- Serve as front-line contact for retention of Middle Market members.
- Increase referral rate of assigned members through effective service delivery and communications.
- Engage members and prospects through face-to-face meetings, phone conversations, social media, email, events, and other formats as appropriate.
- Evaluate assigned member needs and customize a plan for them to maximize the value of their membership.
- Utilize CRM as a primary tool for managing and monitoring member and prospect data.
- Other job-related functions as assigned.

REQUIRED SKILLS:

- Strong oral and written communication skills including experience presenting with C-level business leaders and larger groups.

- Knowledge of Greater Cleveland's business community
- Ability to multitask and prioritize projects.
- Intermediate level of proficiency in Microsoft Office Suite (Word, Excel, Access, and PowerPoint) and Microsoft Outlook required as well as the ability to use a variety of online research software.

EDUCATION AND EXPERIENCE

- Bachelor's Degree in a business-related discipline
- 5 – 7 years business-to-business sales experience

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday.
- Sitting for long periods of time
- Limited travel/driving required.
- Significant manual dexterity for keying in data for long periods of time

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours to attend business events.
- Must be available during standard business hours.
- Incumbent has flexibility to schedule activity with the approval of supervisor.
- Some aspects of this position may be performed from a remote location with the approval of supervisor.