JOB DESCRIPTION

**Manager, Membership & Corporate Programs**

***Exempt***

**DEPARTMENT:** Membership Services

**Reports to:** Director, Membership & Marketing

**Part 1: Position Summary**

Serves as the Association’s key representative to associate members, which includes Fortune 500 companies, as well as medium and small companies serving the electric utility sector. Leads the Association’s associate membership program retention and growth. Generates non-dues revenue by designing and managing the Association’s sponsorship program and vendor expos.

**Part 2: Duties and Responsibilities**

* Leads the Association’s associate membership recruitment and retention efforts
  + Creates marketing collateral/marketing plans and leads outreach to retain and attract associate members
  + Manages associate member benefits delivery process and ensures that members are receiving and using the benefits they are promised
  + Meets associate membership dues revenue requirement
* Generates non-dues revenue in support of Association programs and conferences.
  + Manages the corporate sponsorship program for the Association’s eight major conferences and other meetings as appropriate
    - In conjunction with the Director, Membership & Marketing, develops annual sponsorship budget
    - Ensures revenue goals are met
    - Develops sponsor marketing collateral
    - Develop and executes sponsorship marketing plan
    - Serves as primary point of contact for sponsorship sales, follows up with prospects, secures commitments and ensures collection of payables
    - Ensures a successful sponsorship experience, from the time the sponsor commits through the event’s completion
  + Manages the Association’s expositions
    - In conjunction with the Director, Membership & Marketing, develops annual budgets for the Association’s trade shows
    - Ensures that revenue goals are met
    - Develops expo marketing collateral
    - Develops and executes expo marketing plan
    - Develops expo floor plans
    - Manages trade show logistics
    - Serves as primary point of contact for exhibit sales, follows up with prospects, secures exhibit commitments and ensures collection of payables
    - Ensures a successful vendor experience, from the time the vendor returns the expo contract through the event’s completion

**Part 3: Qualifications**

* Degree from a 4-year college or university required; major or significant coursework in Marketing, Advertising, or Communications preferred.
* Minimum three to five years’ experience in marketing, membership, and expo management
* Impeccable customer service skills
* Ability manage multiple priorities
* Strong sense of customer service
* Must be detail oriented
* Excellent written and verbal communication skills
* Strong interpersonal skills
* Ability to work on complex projects without supervision
* An understanding of Association principles and fundamentals