

Membership Sales Director

This is a fast-paced, dynamic position with the XYZ Association (XYZ), an influential and trusted association. The Membership Sales Director is responsible for leading membership sales including: marketing and lead generation, prospect management, new membership acquisition, and assisting with membership retention. If you are efficient, proactive, growth-minded and change-ready, and are passionate, this is a great opportunity for you.

You will need to communicate the vision of being the leading voice for members; overcome objections to joining; explain the value of our marketing, advocacy and industry connections and ensure seamless new member on-boarding. The Membership Sales Director will set, monitor and work to exceed sales goals, both for themselves and the Membership Committee. You'll have a rock-solid and action-oriented staff team behind you as you help our Association grow.

Key functions include:

- *Develop and actively implement strategies and plans to develop and recruit new members.
- *Set appointments and meet with prospective members to share the value proposition and achieve membership sales.
- *Collaborate cross-functionally to identify membership marketing opportunities that enhance overall recruitment, retention and sales.
- *Work with other key management staff to build a strong membership culture within the organization.
- *Develop and manage the membership acquisition program and budget.
- *Establish and execute against annual membership recruitment plans working with the Membership Committee, other key volunteers and staff. Collaborate with appropriate staff to create persuasive organizational and value proposition messages.
- *Staff the Membership Committee.
- *Write and edit promotional copy and develop design/package concepts that align with audience messaging.
- *Represent XYZ at industry trade shows and events with the intent of promoting the value of XYZ membership.

Job Requirements

Education, training, experience:

- *Bachelor's degree
- *3-5 years' experience with a professional or non-profit organization
- *Demonstrated sales success
- *Proven track record in developing sales plans and membership drives that include measurable outcomes
- *Ability to meet project milestones and deadlines, providing appropriate progress reporting to upper management.
- *Understanding of Associations and an ability to communicate their value, which is often intangible
- *Strong marketing and technology skills are required

- *Concise and lucid writing and strong verbal communication skills
- *Must be organized and capable of balancing multiple priorities
- *An ability to foster collaboration and support is vital