

Job Title: Membership Development Manager Organization: Edmonton Chamber of Commerce Location: Edmonton Chamber of Commerce Job Type: Full-Time

Job Overview:

The Membership Sales Manager is responsible for driving new membership growth for the Edmonton Chamber of Commerce. This role focuses heavily on sales outreach, prospecting, and building strong relationships with local businesses and organizations to expand the Chamber's membership base. The ideal candidate will be a highly motivated and results-driven sales professional, with a proven ability to generate leads, close sales, and exceed membership growth targets.

Key Responsibilities:

- Membership Sales & Acquisition:
 - Develop and execute a proactive membership recruitment strategy to attract new businesses and organizations to join the Chamber.
 - Identify, research, and prospect potential member businesses through various channels, including cold calling, networking, referrals, and direct outreach.
 - Conduct sales presentations to prospective members, clearly articulating the value and benefits of Chamber membership.
 - Consistently meet or exceed monthly and annual new membership sales goals.
- Lead Generation & Prospecting:
 - Actively seek out new business leads by attending industry events, community functions, and networking opportunities.
 - Build and maintain a pipeline of prospective members using CRM tools and tracking systems.
 - Collaborate with internal teams to develop targeted campaigns aimed at attracting highpotential business prospects.
 - Stay up-to-date on market trends, competitive organizations, and local business developments to identify new potential members.
- Relationship Building (New Members Focused):
 - Develop strong relationships with potential members by understanding their business needs and demonstrating how Chamber membership can help them grow and succeed.
 - Serve as the first point of contact for new members during the onboarding process, ensuring a smooth and positive introduction to the Chamber.

• Reporting & Data Management:

 Track and report on membership sales activity, lead generation efforts, and new member acquisition using CRM software.



- Provide regular updates to Chamber leadership on progress toward membership goals, including detailed reporting on key metrics and insights from sales efforts.
- Analyze performance data to refine outreach and sales strategies.
- Collaboration:
 - Work closely with the Chamber's marketing, events, and membership teams to align efforts and ensure seamless integration of new members.
 - Coordinate with the events team to participate in Chamber-sponsored events that attract prospective members and showcase the Chamber's value.

Qualifications:

- Bachelor's degree in business, marketing, communications, or a related field (preferred).
- 3-5 years of experience in sales or business development, preferably in a membership-driven organization, Chamber of Commerce, or association.
- Demonstrated ability to achieve and exceed sales targets.
- Strong negotiation, presentation, and communication skills.
- Excellent prospecting and lead generation abilities.
- Proficiency in CRM software and Microsoft Office Suite.
- Knowledge of the local business community and economy is a plus.

Personal Attributes:

- Sales-driven and goal-oriented with a passion for acquiring new business.
- Confident and outgoing, with strong networking skills.
- Excellent organizational skills and ability to manage a high volume of outreach activities.
- Team orientated with the ability to work collaboratively with a leadership mindset.
- Positive and persistent attitude toward achieving membership growth.

Benefits:

- Competitive base salary with performance-based commission structure.
- Health benefits
- Paid time off and holidays.
- Opportunities for professional growth and development.