



International Downtown Association

JOB TITLE: Director of Membership
LOCATION: Washington DC
REPORTS TO: President & CEO
POSITION STATUS: Full-Time Exempt
APPROVED BY: David Downey
DATE OF REVISION: 8/28/2019

The International Downtown Association is seeking a uniquely qualified membership professional with management experience, excellent team building skills and the ability to work collaboratively across a wide range of departments to develop, plan and execute a membership growth and retention program. IDA provides a unique opportunity for a membership professional looking to grow their career and become a leader in the association industry. The successful candidate will have a proven track record of success in growing membership through innovative approaches, implementing best practice engagement strategies and leading successful teams capable of predicting members' needs.

BASIC FUNCTION SUMMARY:

This senior staff position serves as a key contact with IDA members to include CEOs and staff of urban place management organizations throughout the United States, Canada and abroad. Member organizations are often recognized as downtown partnerships; alliances; business improvement districts, areas or zones; municipal place management or economic development agencies; and corporate members providing services to the place management industry.

This position is responsible for development and implementation of a strategic membership growth plan including annual recruitment and retention campaigns aimed at increasing overall market share of prospective membership throughout North America directly and globally through a network of partner organizations. The membership growth plan will leverage IDA's refined industry narrative, exciting new brand and abundant services to establish a clear and compelling member value proposition.

The Membership Director will work in cooperation with Manager of Membership Services to assure member data records are maintained and updated. The Membership Director will work with all other staff to ensure IDA is a high performing knowledge-based organization. This position reports to the President and CEO of IDA.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Design, develop and implement membership programs, content and services.
- Design and develop membership marketing strategy in coordination with the marketing department.

- Design and monitor all aspects of the membership process including new membership applications, onboarding, activation, renewal and the continual expansion/development of member profile data.
- Oversee, develop, and/or implement member recognition programs.
- Oversee and continually evaluate/refine the requirements for technology tools need to support the daily operations of all membership functions.
- Coordinate and support the activities of volunteer committees.
- Provide thorough, timely and professional written and verbal communications regarding membership services.
- Design member communications such as membership updates, renewal and payables messages.
- Develop and periodically update content, informational webinars, applications, website content and other documents and programs related to membership.
- Recommend and be responsible for changes to processes that will improve member satisfaction and operational efficiency.
- Responsible for assisting and participation in creating the department's annual budget, as well as providing input on the department's monthly pro forma based on an established schedule and deadlines.
- Coordinate department resources in accordance with IDA policies and procedures.
- Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES: Yes, 1 full-time employee

INTERNAL RELATIONSHIPS: IDA Staff

EXTERNAL RELATIONSHIPS: IDA committee members, members, staff of urban place management organizations and industry partners.

QUALIFICATIONS:

- Clear understanding of current membership relationship, engagement and retention-building strategies.
- A strong business acumen and data driven approach for leveraging internal and external information for the purpose of driving the initiatives that continuously acquire and retain association members.
- Experience developing partnerships with industry and other similar associations to further expand membership markets and opportunities.
- Proven track record of success in management of membership development teams in a fast-paced, growth-oriented environment. This includes coordinating activities of staff, prioritizing projects and initiatives, delegating tasks as appropriate, mentoring team members, and reporting collective successes.
- Proven understanding of how to leverage social media, digital marketing, mobile technology and other innovative tools and resources to engage members.
- Ability to effectively work in a small team and establish direct member relationships to accomplish IDA goals.
- Ability to effectively handle numerous issues, tasks and assignments and meet deadlines.
- Discipline to successfully work in a collaborative environment where assignments may include tasks with and without close supervision.
- Can assist in planning for on-site operations of IDA-sponsored meetings and conferences.
- Ability to perform general administrative duties, including serving as back up customer service.
- 5 years of relevant membership experience in progressively responsible positions with two years as a key employee and/or director of a membership operation of a trade association.
- Is passionate about cities, urbanism and building community.

- Ability and willingness to travel

EDUCATION:

- Bachelor's degree preferably in marketing/communications, public relations, community development or a relevant field; familiar with urban development, city planning and community organizations and a minimum of five years post-college work experience, with at least two of those years preferably serving in a membership capacity for an association

SKILLS:

- Innovative, entrepreneurial and engaging leadership style.
- Equally comfortable engaging members in large groups and one on one.
- Excellent customer service skills and standards.
- Strong organizational and project management skills.
- Strong verbal and written communication skills including the ability to deliver compelling presentations.
- Ability to work collaboratively in a small team and form direct member relationships needed to accomplish projects and goals.
- Deep and technical working knowledge of customer relationship management (CRM) systems social media tools and communication tools.
- Excellent computer skills and knowledge of MS Office 356 (Word, Excel, Access, Outlook, PowerPoint).
- A "roll up your sleeves" attitude is a must.

To be considered for this position, please email a copy of your resume, a cover letter, and compensation aspirations to: Danielle@downtown.org