



WESTSHORE ALLIANCE POSITION OPENING

Director of Membership

The Westshore Alliance is currently seeking candidates to fill the role as the organization's Director of Membership. The Westshore Alliance is a business-based, membership-driven organization dedicated to improving the quality of life for the nearly 94,000 employees that call Tampa's Westshore District their working home. Responding to the needs defined by our 350 member companies, the Alliance focuses on transportation, beautification, public safety, district marketing and business relationship building.

Position Summary:

The Director of Membership is responsible for all member recruitment, member retention, and sponsorship sales for member events. To succeed in this position, independent judgment and discretion is needed to accomplish goals and develop, implement, and manage an effective membership program.

Major Functions:

- Develop and implement a plan for recruitment of new members and retention of existing members that meets the organization's membership goals.
- Responsible for full sales cycle and achievement of financial goals for membership and sponsorship sales.
- Manage and maintain a prospective member list of no less than 50 businesses.
- Develop and manage member referral program.
- Secure sponsors for Westshore Alliance events and programs to meet budgeted revenue goals.
- Coordinate, manage and evaluate all membership and renewal activities, including new member, renewal, and potential member communications, with assistance of Administrative and Fiscal Assistants
- Plan, facilitate, and oversee monthly member orientation and networking events. Assist in planning other special events as assigned.
- Prepare agendas and coordinate ambassador committee meetings with the Chair of the Ambassador Committee.
- Attend monthly membership luncheons, networking events, quarterly Board Meetings and other Westshore Alliance sponsored functions.
- Develop membership marketing and promotional materials, including brochures, presentations, applications, welcome kits, membership plaques and other collateral, in collaboration with the Marketing & Communications Coordinator.
- Contribute to newsletter, publications and website
- Coordinate other projects as directed by the Executive Director
- Work as a team player with other staff members to fulfill the Westshore Alliance mission

Education/Experience Requirements:

Need a self-starter that requires little supervision, someone who can contribute immediately.

- Bachelor's degree preferred.
- At least 3 years relevant experience in sales, marketing, membership services or communications; experience working for a not-for-profit organization desired.
- Strong sales and project management experience
- Excellent relationship building, organizational, written and oral communication, and customer service skills
- Proven ability to manage multiple tasks in a dynamic, professional environment
- Ability to make independent judgments and use discretion to accomplish duties and to develop, implement, and manage an effective membership program.
- Results driven
- Must have strong proficiency in Microsoft Office, and experience using CRM software.

Working Conditions:

- Full-Time Position. Standard office hours are Monday to Friday, 8 a.m. to 5 p.m. Hours may vary occasionally to accommodate special events and meetings.
- Occasional local travel during the work day to attend meetings.

Compensation:

- Exempt status. Competitive salary and commission
- Benefits provided include health insurance, long-term disability and life insurance, paid vacation, annual sick leave and 401k with company match.

Please email cover letter and resume to:

Ann Kulig
Westshore Alliance
Kulig@westshorealliance.org

NO CALLS PLEASE