

## **GREATER ROCKFORD CHAMBER OF COMMERCE DIRECTOR OF MEMBERSHIP**

*The employment policy of the Greater Rockford Chamber of Commerce provides equal opportunity to all persons. We support a diverse and inclusive work environment where employees are respected, treated fairly, and given equal opportunities to perform to their fullest potential. We believe it is only with a diverse and inclusive workplace that the organization can perform at its best.*

### **JOB INFORMATION**

REPORTS TO:	Chief Operating Officer
CLASSIFICATION	Full Time
FLSA STATUS	Exempt
EEO CATEGORY	Professional
TRAVEL REQUIREMENTS	Regular (25%-50%)
DATE PREPARED	12/2025, Rev. 5/2026

### **JOB SUMMARY**

The Director of Membership leads the GRCC's revenue-generating activities through strategic membership growth and service excellence. Reporting to the COO, this role develops and executes scalable sales strategies, oversees the sales and service team, and ensures exceptional member engagement and benefit fulfillment. The position collaborates across departments to create value-driven offerings, optimize CRM systems, and support event participation, while representing the Chamber in the community. Success in this role requires strong consultative selling skills, relationship management, and the ability to drive organizational goals through innovative membership sales and service initiatives.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Collaborate with the CEO and COO in executing strategic plans and initiatives that support our mission and drive our vision.
- Support the COO in leading the GRCC's efforts in sales and service engaging the entire staff, Ambassador volunteers, and other organizational resources and assets.
- Lead and supervise a staff, ensuring adequate resources, training, and motivation to perform their duties and achieve their goals.
- Drive revenue generation through consistent, scalable sales systems, processes, and tools that leverage GRCC's technology and talent.
- Develop value selling messaging to support the sales and service of memberships, investments, sponsorships, advertising, events, and other products/services.
- Support the COO in developing and executing strategies for recruiting new members and retaining existing ones that drive achievement of budget targets and organizational metrics.
- Maintain strong relationships with members to enhance engagement and satisfaction, including timely and effective resolution of issues.
- Collaborate with internal team to create value-added packages for members and ensure the timely and complete fulfillment of promised benefits.
- Provide member perspective in planning and promoting events, networking sessions, and programs.

- Attend all GRCC major events to network with members and represent the organization at community events and business functions.
- Actively engage on social media platforms to generate leads, promote the organization, and connect with members and prospects.
- Collaborate with CEO and COO on product/service development and pricing strategies.
- Partner with marketing team to develop sales materials, presentations, campaigns, and marketing automation that drive lead generation and upselling.
- Optimize GRCC's CRM system for maintaining accurate prospect and membership records; managing the sales funnel, preparing reports on membership trends, revenue, and engagement metrics; and analyzing data to identify growth opportunities and improve service delivery.
- Collaborate with other Chamber departments to set strategy, develop budgets, and attain organizational metrics; lead the development of the annual revenue budget.
- Serve on strategic task forces and ad hoc committees, as needed.
- Perform other duties as assigned.

#### **DESIRED MINIMUM QUALIFICATIONS**

- Bachelor's degree in business, economic development, public administration, or related field.
- Three to five years' of strategic, consultive selling experience including:
  - Targeting and Market Segmentation
  - Prospecting and Lead Generation
  - Sales Funnel Management and Forecasting
  - Consultative Selling and Relationship Building
  - Negotiation and Closing Skills
  - Product Knowledge and Communicating Value
  - Time Management and Prioritization
  - CRM/GrowthZone Utilization and Data Accuracy
  - Resilience and Adaptability
  - Continuous Learning and Self-directed Development
- Expertise and/or aptitude for driving revenue.

#### **LICENSES, CERTIFICATIONS and SPECIAL REQUIREMENTS**

- Achievement of or work toward CCE (Certified Chamber Executive) or IOM (Institute for Organizational Management) through ACCE (Association of Chamber of Commerce Executives)

#### **PHYSICAL DEMANDS**

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made.

- Light physical effort; exertion of up to 10 lbs. of force occasionally.
- Prolonged periods of sitting at a desk and working on a computer.
- Occasional local travel to Chamber events and member sites.

#### **JOB REQUIREMENTS**

- Strong executive presence and interpersonal relationship skills, with a demonstrated ability to work collaboratively and effectively with a wide variety of internal and external stakeholders.
- Strong verbal and written communication skills, with an ability to express ideas clearly,

concisely, and effectively in small groups and large presentation settings.

- Exemplary meeting management and facilitation skills.
- Experience developing and making sales presentations, providing client services, and simultaneously managing multiple projects.
- Ability to work under pressure and within tight deadlines.
- Excellent organizational skills, analytical, self-starter, and team player.
- Strong servant leadership and customer service focus.
- Proficiency in computer and technical skills including Microsoft Office Suite, CRM/enterprise software (preferably GrowthZone), and web-based applications.
- Proficiency and diligence in data entry and metrics tracking.
- Valid driver's license, current insurance, and clean driving record.
- Ability to interpret and adhere to policies and procedures in accordance with company practices.
- Regular attendance.
- Personal values that align with GRCC's values: We work as a team. We are connectors, convenors, and collaborators. We make business personal. We are forward thinking. We strive for operational excellence. We are energized by good work, good laughter, and good coffee.

**SALARY**

\$65,000-\$75,000 annual + commission

*The above statements are intended to describe the general nature and level of work being performed, and job responsibilities may change at any time due to business needs. They are not intended to be construed as an exhaustive list of all responsibilities and skills required for the position. Please discuss requests for reasonable accommodation with the hiring manager.*