



## Membership and Chapter Relations Manager

<b>Reports To</b>	Director, Membership and Chapter Relations
<b>FLSA</b>	Exempt - Full Time
<b>City/State</b>	Nashville, TN
<b>Description</b>	<b>GENERAL DESCRIPTION OF POSITION</b>

The Membership and Chapter Relations Manager will combine management skills, passionate energy, tenacious attention to detail, determination, and creativity for professional association chapter and membership growth, retention, and satisfaction. They will be able to create marketing strategies, build relationships with chapter leadership, execute and improve on existing membership growth strategies, and recruit and retain chapter members. They will be a master of efficiency, creating autonomy and independence for our chapters while driving them toward success in reaching their goals.

To facilitate these goals, he or she will:

- Support and execute identified association strategies and initiatives that will promote long term chapter membership growth and retention
- Understand and provide chapter administrative support with standardized tools, resources and answers to their leadership inquiries
- Be available to travel no more than 10% annually including weekends

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as key point of contact, knowledge expert and resource for professional association chapter Board leadership
- Respond to chapter questions, provide interpretation of chapter policy and regulatory requirements, provide support for navigation of ACMA services as needed
- Support compliance monitoring for chapter policy and regulatory requirements
- Collaborate with Boards to facilitate, membership engagement, retention and growth
- Guide Board Leadership to strategically monitor chapter performance/dashboards, provide tools and strategies to achieve outcomes
- Develop and provide standardized tools, training and guidance to promote effective chapter leadership
- Achieve recruitment and retention membership goals



- Collaborate with Meeting Services to effectively promote membership growth through conferences
- Increase members in chapter markets
- Collaborate with Director of Membership and Chapter Relations to launch new chapters
- Maintain awareness of industry trends, standards, advancements and influence change/improvements
- Analyze and present data as it pertains to chapter growth and retention
- Support chapter elections, including development of the ballot, associated election communications and execution of the election process
- Meet or exceed performance standards and goals related to: Board and member satisfaction, and chapter membership goals for retention and growth
- Collaborate with Marketing and monitor chapter webpage for accuracy, promotion and opportunities for improvement as well as influence board assigned webmasters to update and leverage their chapter webpage for membership engagement
- Collaborate with Communications to leverage social media engaging assigned chapter board leadership or member
- Develop/Manage other chapter initiatives as needed
- While performing the duties of this job, employees are regularly required to sit, walk and stand, talk or hear, both in person and by telephone, use hands repetitively to handle or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds.

## **Requirements**

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree from an accredited university
- 3 years' experience with association meeting management, chapter relations, account management or business unit management
- Excellent verbal, written, and interpersonal communication skills
- Demonstrated project management & creative problem-solving skills with an ability to manage multiple priorities and deadlines at one time
- Exceptional organizational, detail orientation, and follow up skills
- Ability and flexibility to manage multiple priorities and deadlines at one time
- Ability to work effectively as a member of a team and establish and nurture cooperative working relationships with diverse groups



### **COMMUNICATION CRITICAL THINKING SKILLS**

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats. A high level of organizational skills and creative problem solving is essential.

### **SOFTWARE SKILLS REQUIRED**

- Proficient: Microsoft Word, Excel, and Outlook
- Intermediate: Contact Management, Database
- Intermediate: Presentation/PowerPoint

### **EXPECTED TRAVEL**

- < 10%
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### **EQUAL EMPLOYMENT OPPORTUNITY**

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.