



## Membership Development Manager

The American Independent Business Alliance is seeking an energetic, experienced and dedicated professional membership manager with experience in membership-based organizations to join our team. The membership manager will work 30 – 35 hours per-week developing and managing the strategy to engage, retain and increase membership. The Membership Manager will effectively inform, share, and promote our members, our member services and attract new members through recruitment and cultivation of member benefits.

The right person for this position will be experienced in membership retention and attraction, will be creative, have fresh ideas and demonstrate foresight when engaging with members and reaching out to prospective members. They must be strategic in connecting programs, services, and events to the needs of members and potential members. Equally important, this position calls for the energy and excitement of a person who is achievement motivated. This is an opportunity to be creative and innovative in generating new ideas and solutions as the primary job responsibilities are to handle all aspects of member relations, as well, to promote and sell membership to increase new business, supporting the organization's expectations and program deliverables.

### Member Relations:

- Maintain and manage regular member outreach to understand and identify individual member needs and opportunities.
- Recruit and cultivate new members, including the creation of new member orientation and regular solicitation of member feedback.
- Ensure current membership database is accurate, up-to-date, and meets the needs of staff and members.
- Follow up on lapsed memberships, thank members for renewing, respond to inquiries.
- Utilize the website, social media, email, print, and other media to carry out member relations.

### Database Management & Reporting:

- Manage all aspects of MembershipWorks database including membership data, updates and corrections.
- Manages processing of all membership dues, renewals, notices and communications.
- Produces acknowledgement letters/tax receipts for members.
- Develops reports and manages the regular distribution of data to the Executive Director, including monthly revenue report.

### Qualifications:

A strategic thinker with a dual-minded approach of being creative but can be process-driven, think scale and rely on data to make decisions.

- Self-motivated with demonstrated ability to set and achieve challenging goals.
- Capable to work independently with focus – we are a small team and need everyone to be focused.
- Knowledge and experience of CRM system management.
- Relationship-builder

The American Independent Business Alliance (AMIBA) is a membership-based organization more than 60 local Independent Business Alliances with distinct and innovative leadership, representing over 50,000 small business members that are geographically dispersed in 26 states throughout the country. AMIBA was founded in 2001 to build a movement that supports the development of locally owned and independent businesses. In the past 20 years, AMIBA has Promoted the terms “Buy Local” and “Local First,” and played a key role in helping those



*AmericanIndependent  
BusinessAlliance*

concepts and language become prevalent across the United States. AMIBA's members has demonstrated and publicized the importance of local businesses to our national economy by educating consumers and policymakers.

Please submit resume and cover letter to [derek@amiba.net](mailto:derek@amiba.net) by October 1, 2021. This contract position will be remote.