



JOB DESCRIPTION

Southeast Alberta Chamber of Commerce

(herein referred to as "the Chamber")

Position Title: Member Relations Coordinator

Position Function:

The Member Relations Coordinator leads the Chamber's membership services, driving growth, retention, and engagement. This role builds strong relationships with members, delivers value-added programs, and ensures a high level of member satisfaction aligned with the Chamber's strategic goals.

Working Relationships:

The Member Relations Coordinator reports directly to the Executive Director and works in collaboration with the Chamber team, committees and external partners.

Primary Duties and Responsibilities:

The Member Relations Coordinator performs the following as directed:

Member Management & Planning

- Develop and implement strategic plans for member attraction, retention, and engagement.
- Create and implement campaigns to re-engage lapsed members, increase referrals, and boost member engagement and satisfaction (e.g., Net Promoter Score).
- Achieve monthly recruitment targets (minimum 10 new members) and maintain annual retention rates above 90%.
- Work with the Communication and Marketing Coordinator in the creation of updates for, and distribution of membership material, mailings, social media content and correspondence to members and potential members i.e. letters, new member welcome packages, value-added programs, fact sheets, brochures, member listings, member surveys and questionnaires and other materials as needed
- Ensure that member files are maintained and up to date and that privacy and confidentiality are adhered to
- Recommend ideas for improvement and highlight any problems within membership or the organization
- Act as a member liaison with the Alberta and Canadian Chambers and value-added benefit providers

Membership Growth & Retention

- Monitor the day-to-day delivery of the programs and services of the Chamber to maintain or improve the quality of programs and/or services offered
- Implement processes for membership feedback to ensure we are effectively communicating with our members and providing efficient and adequate delivery of service
- Coordinate member onboarding, orientation, and recognition programs.
- Maintain regular outreach and communication schedules to ensure member involvement in Chamber activities.
- Establish ways to create and market added value programs for membership
- Coordinate member renewal process in collaboration with the Finance and Operations Administrator
- Follow up on member resignations and produce reports on why memberships have lapsed
- Maintain and update membership database and records with current members and leads
- Promote and sell the Chamber's Memberships through education on the Chamber's benefits and services
- Oversee and assist in research when necessary for the planning, development, implementation, and evaluation of the Chamber's programs and services to increase membership numbers

Advocacy and research

- Relay issues expressed by the membership to the Executive Director and Business Advisory Committee
- Ensure communication is conducted with stakeholders to obtain member input and to keep them informed of the work of the Chamber
- Act as liaison for the membership so that communication flows from members to the appropriate individuals and committees

Financial planning

- Work with the Executive Director to prepare the membership budget
- To be responsible for the approved budget and authorize purchase orders and reimbursements related to membership services
- Provide the Executive Director with proposed membership rate changes once a year in accordance with the bylaws and policies of the Chamber
- Present any additional revenue-related options or potential added expenses for consideration and assessment by the Executive Director

Office Communication and Workflow

- Respond promptly to inquiries from prospective members, members, executive officers, the Board of Directors, the Executive Director, and the public, and other industry bodies by phone, email, or written correspondence and follow up within an appropriate timeframe
- Assist in ensuring that the operation of the Chamber meets the expectations of its members in accordance with bylaws and policy guidelines
- Provide support to the Board by preparing regular reports and supporting materials
- Participate in events and activities as appropriate
- Maintain a calendar of recruitment and retention activities, key events, and meetings
- Keep records and produce reports showing the results of recruitment and retention activity, campaigns, member programs, non-renewals, etc.
- Maintain regular contact with staff to provide information relating to member services
- Participate in inter-office meetings
- Remain current with Chamber policies and procedures
- Update the Executive Director on progress as well as recommend any improvements, changes, concerns, or issues related to membership services or other general issues within the organization
- Assist in ensuring that the membership services of the Chamber meet the expectations of its members
- Set workflow priorities in accordance with the overall responsibilities of the position
- Perform other duties as required and directed

Risk management

- Assess potential threats to the Chamber's image
- Provide any information related to the conduct of a member if that conduct is not in accordance with the vision, mission, and objectives of the Chamber
- Provide regular, reliable, and comparable reports on the Chamber's membership progress

Qualifications

Education

- A business administration or marketing degree or diploma or equivalent qualification in a related program
- Equivalent experience in a related organization or field of work

Professional designation

- Not required

Knowledge, skills, and abilities

- Knowledge of general office practices, administration, and marketing
- Ability to establish and maintain good working relationships with other staff, board, members, committees, volunteers, and community partners
- Skilled in customer service and member relations practices
- Ability to operate office equipment i.e. printers, copiers, scanners, fax and postage machine
- Good organizational, written, and verbal skills
- Ability to multi-task and meet deadlines
- Knowledge of current community challenges and opportunities relating to the mission of the organization
- Understanding of the functions and purpose of Chambers of Commerce

Proficiency in the use of computers for:

- Microsoft Office Applications: Word, Excel, Outlook, PowerPoint, Forms
- Database Management
- Internet Applications
- Design & Marketing (Corel, Adobe, or Canva)
- Social Media (Facebook, Instagram, LinkedIn, YouTube)
- Website Design (WordPress)

Personal Characteristics

The Member Relations Coordinator should demonstrate competence in some or all the following:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile, and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave with Integrity:** Understand ethical behavior and business practices and ensure behavior is consistent with these standards and aligns with the values of the Chamber.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the Chamber.
- **Communicate Effectively:** Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.
- **Focus on Business Needs:** Anticipate, understand, and respond to the needs of the business community and meet or exceed their expectations within the Chamber's parameters.
- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance the Chamber's effectiveness.
- **Make Decisions:** Assess situations to determine the importance, urgency, and risks, and make clear decisions that are timely and in the best interests of the Chamber.
- **Organize:** Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information, and activities.
- **Plan:** Assist in determining strategies to move the organization forward, set goals, create, and implement action plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Think Strategically:** Assess options and actions based on trends and conditions in the environment and the vision and values of the Chamber.

Experience

Four or more years' experience in a not-for-profit organization or experience in administrative, marketing, communication, public relations, or similar positions.

Working Conditions

The Member Relations Coordinator usually works in an office environment, but the organization's mission will also involve non-standard workplaces. The Member Relations Coordinator works a standard workweek, but additional work will be required in the evenings and on some weekends to accommodate Chamber events and activities and to represent the organization at public events.

Benchmark

NOC: 0124