



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

**Park City Chamber of Commerce/Convention & Visitors Bureau  
Park City, Utah**

**POSITION:**                    **Membership Development Manager – *NEW POSITION***

**REPORTS TO:**                Vice-President of Member Services

**STATUS:**                     Regular, Full Time, Non-Exempt

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**JOB SUMMARY:**

Implement and manage all aspects of new member recruitment, sales and retention. Create, execute and manage membership event sponsorship programs. Assist all members with understanding and utilizing their benefits and support the goals of the Membership Department.

**ESSENTIAL FUNCTIONS:**

- Work with the Vice President of Member Services to create and implement plans and programs to increase membership numbers and retention.
- Work with other departments to identify prospective new members and solicit memberships from needed businesses.
- Prospect for new members by identifying and qualifying new leads using county and city information, media coverage, networking opportunities and other sources to identify potential new members.
- Sell new memberships and conduct in-person and telephone presentations to prospective members.
- Complete new member on-boarding processes, including 3-month, 6-month and 9-month targets.
- Serve as a primary point of contact for new and existing members with questions about benefits.
- Along with others on the Member Services staff, act as an in-house expert for Chamber/Bureau members learning to navigate the Simpleview CRM and member portal.
- Assist Vice President of Members Services with member communication regarding member invoices and accounts.
- Maintain database and accurate information for new and existing members.
- Communicate changes in membership status to Chamber/Bureau staff members, including the VICs.
- Create and implement event sponsorship program. Solicit, sell and manage event sponsorship opportunities and coordinate with participating members.

- Assist with the planning and execution of member events.
- Attend and represent the Chamber/Bureau at all member events.
- Attend community events and meetings, promoting membership and representing the Chamber/Bureau.
- Assist with the development, implementation and administration of new and existing membership programs/benefits.
- Provide membership-related copy for bi-weekly member newsletter and other member communications as needed.
- Write, schedule and post content to designated Chamber/Bureau social media sites, focusing on driving membership sales and retention.
- Assist, communicate and work with other Chamber/Bureau departments regarding membership projects, needs and issues.
- Other duties as assigned.

### **JOB REQUIREMENTS AND QUALIFICATIONS:**

#### **Education:**

- Bachelor's degree or an equivalent combination of education and experience.

#### **Knowledge & Experience Requirements:**

- Knowledge of the Park City and Summit County area, business community and business districts.
- Strong background in sales, preferably in a membership-based organization.
- Excellent organizational skills, with the ability to multi-task and manage multiple projects simultaneously on a regular basis.
- Strong attention to detail.
- *Excellent* oral and written communication skills.
- Ability to maintain confidentiality of Chamber/Bureau member information.
- Demonstrated ability to work effectively independently, as well as in a team environment.
- Strong computer skills including Excel, Word, database programs and knowledge of how to work with photos and images.
- A basic understanding of finances and budgeting skills.
- Effective public speaking skills.
- Ability to work evenings as needed.

*This job description provides only general information about the position. The list of responsibilities, qualifications, skills, and other details is not all-inclusive and may be subject to change.*

#### **TO APPLY:**

Each qualified candidate is invited to submit a cover letter, resume and salary history to: [hr@visitparkcity.com](mailto:hr@visitparkcity.com).

*The position is open until filled.*