

Job Title: Membership Manager
Organization: Red Deer District Chamber
Location: Red Deer, Alberta
Reporting Relationship: Reports to the Chief Operating Officer (COO)
Approval Date: July 2025

Position Overview

The Membership Manager plays a vital role in driving the growth and retention of the Chamber's membership base. This position focuses on strengthening relationships with existing members, recruiting new businesses, and ensuring members receive exceptional value from their Chamber membership. Working closely with the COO and other key team members, the Membership Manager will develop and execute strategies that support both membership growth and retention, aligning with the Chamber's long-term business goals. This role ensures a seamless and supportive experience for members, creating lasting partnerships and fostering a sense of community within the Chamber.

Key Responsibilities

Membership Growth & Retention

- Develop and execute an annual Membership Growth and Retention Plan aligned with the Chamber's overall business strategy.
- Work closely with the COO to integrate membership initiatives with the 3-Year Business Plan.
- Prospect, onboard, and orient new members to ensure a smooth integration into the Chamber.
- Address member concerns and issues in a timely and consistent manner, ensuring high degree of satisfaction.



- Maintain and nurture ongoing relationships with members to encourage retention and continued engagement.

Member Engagement & Services

- Coordinate with Chamber staff and volunteers to ensure seamless member onboarding and support.
- First point of contact for inquiries related to membership packages, benefits, and affinity programs.
- Elevate and enhance the Chamber's benefits and services, seeking new partnerships and opportunities to enrich offerings and affinity programs.
- Manage and optimize the Chamber's CRM system to track member interactions, prepare reports, and manage prospects effectively.
- Regularly evaluate membership services to ensure they meet the evolving needs of members.

Team Collaboration

- Foster a positive, high-energy environment that supports the Chamber's goals and promotes collaboration among staff, volunteers, and members.
- Contribute to ongoing team development and participate in training and performance improvement initiatives as needed.
- Actively promote Chamber membership and services.
- Collaborate with the Events and Marketing Managers to support impactful events and marketing campaigns.

Additional Duties

- Oversee the Grand Opening and Business Celebration programs to ensure successful integration of new members.
- Execute other duties as assigned to support Chamber objectives.



Qualifications and Skills

- Exceptional relationship-building skills and the ability to connect with diverse individuals and businesses.
- Highly organized, detail-oriented, and able to manage multiple priorities effectively.
- Strong communication skills, both written and verbal, with a natural ability to engage large groups and individuals alike.
- Proficient in Microsoft Office, CRM systems, and database management.
- Self-motivated and able to thrive in an independent, goal-driven environment.
- A collaborative team player with a positive and proactive attitude.
- Minimum of five years of experience in business development, sales, or customer service.