

Job Title: Membership Development Manager**Organization: Edmonton Chamber of Commerce****Location: Edmonton Chamber of Commerce****Job Type: Full-Time****Job Overview:**

The Membership Sales Manager is responsible for driving new membership growth for the Edmonton Chamber of Commerce. This role focuses heavily on sales outreach, prospecting, and building strong relationships with local businesses and organizations to expand the Chamber's membership base. The ideal candidate will be a highly motivated and results-driven sales professional, with a proven ability to generate leads, close sales, and exceed membership growth targets.

Key Responsibilities:

- **Membership Sales & Acquisition:**
 - Develop and execute a proactive membership recruitment strategy to attract new businesses and organizations to join the Chamber.
 - Identify, research, and prospect potential member businesses through various channels, including cold calling, networking, referrals, and direct outreach.
 - Conduct sales presentations to prospective members, clearly articulating the value and benefits of Chamber membership.
 - Consistently meet or exceed monthly and annual new membership sales goals.
- **Lead Generation & Prospecting:**
 - Actively seek out new business leads by attending industry events, community functions, and networking opportunities.
 - Build and maintain a pipeline of prospective members using CRM tools and tracking systems.
 - Collaborate with internal teams to develop targeted campaigns aimed at attracting high-potential business prospects.
 - Stay up-to-date on market trends, competitive organizations, and local business developments to identify new potential members.
- **Relationship Building (New Members Focused):**
 - Develop strong relationships with potential members by understanding their business needs and demonstrating how Chamber membership can help them grow and succeed.
 - Serve as the first point of contact for new members during the onboarding process, ensuring a smooth and positive introduction to the Chamber.
- **Reporting & Data Management:**
 - Track and report on membership sales activity, lead generation efforts, and new member acquisition using CRM software.

