

## **Director of Membership, Destination Marketing Association International**

Mid-sized fast-paced association seeks a membership professional for the position of **Director of Membership**. Position oversees all operations of the membership department and supports the Senior Vice President of Membership and Business Development.

The ideal candidate will be comfortable wearing multiple hats and is responsible for membership recruitment, retention, reporting, strategic planning and budgeting. The Director of Membership sets goals for the department, engages in member benefit creation and delivery, implements business processes and procedures and evaluates trends. The Director liaises with the European office and is responsible for various related committees and advisory councils. Additionally, the individual maintains the integrity of the membership database and membership statistics.

Candidate must have strong verbal and written communication skills, and excellent computer and database management skills, specifically with Microsoft Word, Excel and Publisher and Microsoft CRM. Minimum 3 years of experience in association membership growth and retention preferred, as well as excellent project and time management skills. Knowledge and understanding of tourism, hospitality or destination marketing a plus. Bachelor's degree required. Occasional travel.

### **Specific duties and responsibilities include but are not limited to:**

- Solicit and recruit new members; create recruitment materials and other membership collateral, facilitate direct mail/email campaigns
- Maintain high membership retention through exemplary customer service, new benefits creation and fulfillment and facilitation of annual dues billing
- Interact with members via phone, email, fax and mail to answer questions or consult on membership issues
- Generate monthly and annual membership reports
- Direct all activities and operations of the Student and Educator membership category and the Advisory Council, including creation and dissemination of student newsletter
- Serve as staff liaison for Membership Committee
- Support Senior Vice President of Business Development & Membership as needed in areas of global expansion and sponsorships

To apply, please send resume and cover letter to Sandi Talley, Senior Vice President of Business Development and Membership at [stalley@destinationmarketing.org](mailto:stalley@destinationmarketing.org).