

Job Title: Chamber Membership Manager

Reports To: President, Roane Alliance

Employment Type: Full-Time

Job Summary:

The Chamber Membership Manager plays a vital role in carrying out the Roane Alliance's Mission, Vision, and Strategic Plan. This individual is responsible for executing marketing initiatives, supporting Chamber programs, and ensuring the organization maintains strong membership engagement and financial stability.

Key Responsibilities:**Membership Engagement & Retention:**

- Conduct in-person visits to existing members
- Engage with prospective new members and distribute marketing materials.
- Work with the Event & Office Coordinator to organize and promote member events
- Maintain regular communication with members, providing timely updates and sharing their social media posts.
- Identify national shop-local promotions and campaigns to support Chamber members.
- Oversee and support the Ambassador Team to enhance communication and member engagement.
- Facilitate Ambassador-led initiatives such as Adopt-A-Highway, community food drives, and business networking activities.
- Promote Chamber members and community events via social media and digital platforms.
- Provide marketing updates to the team to ensure websites and event calendars remain current.
- Assist in the execution and planning of Roane Alliance and partner events throughout the year.

Chamber Operations & Professional Development:

- Annually edit and update the Chamber Board Manual, working with the Marketing Team to ensure quality presentation.
- Organize and conduct monthly Chamber Board meetings, ensuring financial and operational updates are reported.
- Serve as the ChamberMaster platform expert, assisting members in effectively utilizing its features. (training available)
- Explore the feasibility of hosting ChamberMaster training workshops.
- Work with the Event & Office Coordinator and Marketing & Communications Director to update and maintain the Roane Chamber website.
- Research funding opportunities for potential website redesign.
- Support the update and publication of the Roane Chamber Legislative Agenda annually.

- Review and provide input on Chamber Bylaws and Tiered Benefit Structure.

Chamber Non-Dues Revenue Opportunities:

- Sell advertising space on RoaneChamber.com
- Assist in publishing and updating the Roane County Map and Restaurants/Shops Pad Map
- Collaborate with the President and Event Coordinator to develop at least one new non-dues revenue event annually.
- Support Chamber-hosted events such as ribbon cuttings, grand openings, legislative breakfasts, and fundraisers.

Marketing & Social Media:

- Collaborate with the Marketing & Communications Director to implement and execute marketing strategies.
- Promote Chamber events, initiatives, and membership benefits through digital channels.
- Develop and submit monthly Chamber-related content for newsletters and blog publications.
- Assist in creating awareness for Small Business Saturday and other shopping promotions.

Community Engagement & Reporting:

- Serve as a community resource and contribute to the organization's vision by providing Return on Investment reporting on Chamber efforts.
- Serve as a backup at the Visitors Bureau front desk when needed.
- Attend professional development conferences and training sessions.
- Support and promote local leadership programs.
- Attend at least one city council meeting quarterly and one County Commission meeting annually.
- Represent the Chamber at civic organization meetings.
- Recognize and appreciate Roane Alliance contributors through regular acknowledgment.

Qualifications & Skills:

- Strong communication and interpersonal skills.
- Experience in sales, membership engagement, event coordination, or marketing preferred.
- Ability to multitask and manage multiple projects simultaneously.
- Proficiency in social media and digital marketing platforms.
- Detail-oriented with strong organizational skills.
- Ability to work both independently and as part of a collaborative team.

Work Environment:

This role requires frequent interaction with Chamber members, businesses, and community leaders. The position involves attending community events, networking functions, and occasional evening or weekend commitments.

Duties will also include, but are not limited to:

- Contributes to the efficiency and teamwork of the Roane Alliance by performing other duties and participating in special events and projects as needed
- All other responsibilities as assigned by the President/CEO

The Roane Alliance is an equal opportunity employer and a drug-free workplace. Please email your resume to jsnow@roanealliance.org, hand deliver it to the Roane Alliance, or mail it to 1209 North Kentucky Street, Kingston, TN 37763, Attn: Justin Snow