



JOB TITLE: Director of Member Engagement

REPORTS TO: Vice President of Partners, Experience and Events

SALARY RANGE: \$ 80,000 - \$110,000

OPENING DATE: February 1, 2023

CLOSING DATE: February 28,2023

WORK HOURS: Monday – Friday 8:30 AM – 5:30 PM, some evenings/weekends/travel, Hybrid Schedule

JOB SUMMARY: Under general direction, this position is primarily responsible for communicating the benefits Visit San Antonio membership to prospective and existing members and includes identifying, developing, and executing member engagement strategies. Responsible for promoting the membership model, securing membership commitments, and creating membership facing events, activities, and communications. May exercise functional supervision over assigned staff.

ESSENTIAL JOB FUNCTIONS:

- Identify prospective members and develop strategic monthly sales plan with VP of Community Relations
- Conducts outreach to prospective members to include communication of benefits and appropriate follow-up to close new membership sales
- Coordinate with relevant stakeholders to ensure existing members have access to all appropriate benefits, including access to member extranet and extranet training
- Create and/or maintain accurate files on existing and prospective members through use of the Customer Relations Management (CRM) system: Simpleview
- Establish and coordinate member engagement programs to include new member orientation, member mixers, webinars, educational programs, CTA program, email newsletters, and other events/meetings (including preparation of all associated materials)
- Continue to integrate former San Antonio River Walk Association members into VSA membership program
- Work closely with all other internal VSA departments to ensure understanding, adherence to, and support of the membership program
- Track membership metrics and create monthly report detailing all metrics
- Responsible for establishing and/or maintaining budgets
- Achieve budgeted revenue goals for new members and affinity programs
- Develop and maintain understanding of organizational goals, objectives, events, and membership benefits
- Assist VP of Community Relations with special projects, member meetings and seminar presentations as necessary
- Performs other projects as assigned

JOB REQUIREMENTS:

- 5 years related work experience
- Bachelor's Degree from an accredited college or university preferred
- Membership sales and membership-based organization experience preferred
- Valid Class 'C' Texas Driver's License

APPLICANT INFORMATION:

- If selected for this position, official transcripts, diplomas, certifications, and licenses must be submitted at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

KNOWLEDGE SKILLS AND ABILITIES:

- Highly self-motivated with proven sales experience and closing skills
- Excellence in relationship building and relationship sales
- Strong networking and follow-up skills
- Ability to set and meet goals
- Ability to work successfully in an independent or team environment
- Ability to maintain sensitive and confidential information
- Ability to multi-task; demonstrates strong organization and time management skills
- Ability to work in a fast paced and deadline driven environment with strong attention to details
- Strong verbal and written communications skills
- Skill in utilizing a personal computer and associated software programs, including proficiency Microsoft Office products

PHYSICAL REQUIREMENTS:

Physical requirements include visual acuity, speech, and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard. Subject to sitting, standing, lifting, and walking to perform the essential functions. Working conditions are primarily inside an office environment.

To apply for this position, please send your application, resume, and cover letter to jobs@visitsanantonio.com.