



Southeast Tourism Society - Job Description

Position Title: Director of Member Development

Reports To: President & CEO

Job Summary

The Director of Member Development is responsible for the strategy, tactics and programs to create interest, demand, and recognition for Southeast Tourism Society and its programs. This position is also responsible for sales functions to achieve the company objective of membership growth and sponsorship sales while ensuring a consistent marketing message and positioning consistent with the board's direction.

Responsibilities

- Plans, develops, implements and manages member and sponsor recruitment and retention efforts, programs, and initiatives supporting the mission and goals of STS
- Suggest and develop sources of income (new and incremental) from unique opportunities and existing programs
- Assist with internal and external programs of STS as assigned by the President & CEO
- Assist in the development of annual budgets, marketing plans, and strategic plans
- Assist with the planning and execution of STS meetings and events
- Assist other staff with their responsibilities, where appropriate

Membership

- Coordinate operations of member and consumer database, oversee development and maintenance support
- Develop sales and marketing programs and manage initiatives for: new member recruitment and retention and affinity programs.
- Develop membership benefits; identify markets and organizations to solicit for new memberships

Sponsorships

- Develop and manage promotions designed to build sponsor participation (cash and/or in-kind) for annual conference, board meetings, and existing programs such as Top 20 Events, e-newsletters, website and others as may be developed.
- Sustain and grow sponsors through new sponsorship opportunities and greater sponsor visibility
- Coordinate sponsor recognition and manage in-kind donations

Corporate Partner Programs

- Recruit new corporate partners in exchange for direct services within the industry in both non-traditional and non-tourism fields
- Encourage active involvement by Corporate Partners within STS membership, pillar committees, board of directors, and persuade their ongoing promotion and support of the mission, objectives and goals of STS

Affinity Programs

- Oversee program including negotiation of advertising, marketing and industry services offered to membership by service provider members
- Meet expectations of support from participants – including mailing, email and support at membership meetings

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below are representative of the knowledge, skill, and/or ability required:

- Graduation from an accredited four-year college or university; or a minimum of four years related sales/membership experience
- Preferred experience within the hospitality industry or related field
- Positive attitude, self-starter, diplomatic, and tactful disposition
- Effective sales ability, human relations and strong time-management skills
- Possess exceptional personal and professional presentation skills
- Must be an articulate speaker and written communicator with public speaking and telephone solicitation skills
- Administrative skills required including familiarization with computer database management, word processing, PowerPoint and internet use/application
- Organizational ability necessary in order to maintain and track prospects, follow-through on all communications, and encourage member involvement
- Ability to manage tight deadlines, while producing quality work
- Ability to travel as required
- Must have a valid driver's license and proof of insurance

Deadline to Apply

Open until filled

To Apply

Please email resume and cover letter to [Southeast Tourism Society STS@SoutheastTourism.org](mailto:STS@SoutheastTourism.org)