

Atlanta Convention & Visitors Bureau
Job Description

Position: Coordinator, Membership

Department: Membership (01)

Exemption Status: Non-Exempt

Position Reports to: Supervisor, Membership

General Description

The membership coordinator is responsible for selling ACVB memberships, onboarding new members, and maintaining a positive relationship with existing members. The coordinator will maintain and track services, assist with in person and virtual member events, and track membership metrics. This position will also participate in all ACVB member related programs and activities.

Primary Responsibilities (include, but are not limited to)

Sales

- Prospect potential ACVB members (research and reach out to qualified prospects, respond to leads as they come in, regularly trace accounts, and generate leads for membership)
- Sell memberships to qualified businesses
- Maintain activity records and prospects in CRM (customer relationship management) database
- Submit weekly sales reports
- Prospect recently dropped members that qualify for reinstatement status as members with ACVB

Services

- Member onboarding
- Train members on how to maximize benefit utilization
- Implement initiatives to acclimate, support, and track engagement
- Assist in managing Bureau Buddy program (invitations, sign-up, point tracking etc.)
- Serve as ACVB member ambassador and liaison to navigate benefits within internal departments
- Track membership metrics including, but not limited to member engagement and attendance
- Recognize member milestones and features in ACVB publications

Events

- Assist with logistics for all membership events (room set-up, presenters, registration, etc.)
- Assist with facilitating Member Portal training and Member Orientation meetings
- Assist with annual corporate events (Annual Meeting, Atlanta Hospitality Hall of Fame, etc.)

Administration

- Maintain and update all member profiles in database
- Maintain and update aging reports (30, 60, 90 days) overdue member communications and assist with drop list calls as needed
- Maintain and submit monthly billing reports
- Maintain and track trade agreements with members
- Develop, schedule, and send member communications (member insider, invitations, know before you go, updates, etc.)
- Review and update member content for ACVB publications (Discover Atlanta Planner's Guide, Discover Atlanta Now, etc.)
- Update member collateral (welcome packets, fact sheets, surveys, flyers etc.)
- Oversee MarketPlace & Savings in the City programs
- Proof new member applications

Other Related ACVB Activities

- Attend ACVB, member, and hospitality related events as directed
- Maintain active participation with assigned professional organizations
- Provide additional support to department projects and related ACVB programs as directed
- Stay up to date with hospitality industry trends

Qualifications

- Education
 - Minimum high school diploma or equivalent; college degree strongly preferred
- Work Experience
 - Minimum 2 years of experience in sales; events, and/or hospitality industry preferred
- Knowledge, Skills and Abilities
 - Strong communication skills (oral and written)
 - Strong attention to detail required
 - Strong sense of time management with the ability to take initiative, work well under pressure and meet deadlines
 - Proficient in Microsoft Office and CRMs, experience with basic accounting software preferred
 - General knowledge of Atlanta's hospitality industry

Core Competencies (areas reviewed in annual performance evaluation)

- Communication skills
- Problem solving
- Teamwork
- Customer service
- Job knowledge

Additional Information

Atlanta Convention & Visitors Bureau, Inc. shall not discriminate against any employee or applicant for employment because of color, creed, religion, sex, sexual orientation, gender identity, marital status, parental status, familial status, national origin, age or disability.

- Work hours
 - Monday – Friday (Minimal early morning, late evening, and weekend work)
- Work environment
 - Standard, temperature-controlled office environment with moderate, office noise level
 - Ability to work from home up to one day per week
 - During offsite meetings and events and site visits, work environment changes depending on location: hotel, restaurant, convention facilities, airplane, and related travel and event venues
- Physical requirements - *The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Where applicable, reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.*
 - Moderate lifting up to 15 lbs.
 - Position requires moderate amount of movement to include moving between meeting rooms and workspaces, off-site meetings, event locations etc.
 - Position requires moderate amount of commuting to member prospect meetings and other ACVB related events
- Travel
 - 0 to 10%