FRANKLIN COUNTY CHAMBER OF COMMERCE AND REGIONAL TOURISM COUNCIL

MEMBER ENGAGEMENT MANAGER
Job Description

ABOUT US

Established in 1919, the Franklin County Chamber of Commerce & Regional Tourism Council is a 501(c)(6) membership-based nonprofit organization dedicated to strengthening and sustaining the economic and civic vitality of Franklin County's 26-town region. We connect, support, and advocate for our members while showcasing Franklin County as a premier destination for visitors and businesses alike.

Our small but dynamic team embraces innovation, celebrates community spirit, and values authenticity, creativity, and collaboration.

POSITION OVERVIEW

The Member Engagement Manager plays a vital role in the Chamber's mission to support local businesses, foster economic growth, and grow community prosperity. This position leads membership growth, engagement, and retention efforts while ensuring members experience the full value of their investment in the Chamber. This is a highly visible, relationship-centered position ideal for someone passionate about local business, community development, and collaborative partnerships. Ideal candidates are energized by connecting with people, building trust, and being on the front lines of a thriving business ecosystem.

KEY RESPONSIBILITIES

Membership Growth & Outreach

- Identify and recruit prospective members through outreach, community presence, and lead generation.
- Conduct regular business visits, discovery calls, and follow-ups to convert leads into members.
- Present membership benefits tailored to individual business goals.
- Achieve annual membership growth and retention targets.
- Track and meet annual goals for membership growth and conversion.

Member Engagement & Retention

- Serve as the primary point of contact for members, providing high-touch service and follow-through.
- Oversee member onboarding processes, including welcome packets, website listings, and introductory communications.

- Monitor membership engagement and satisfaction; recommend and implement improvements to services and benefits.
- Manage the renewal process, re-engage lapsed members, and develop and implement strategies to enhance retention.

Events & Programming

- With support from the Executive Director and the Office Manager, coordinate and promote member-focused programs, including:
    - Monthly Chamber Breakfasts
    - Monthly coffee hours
    - Business After Hours networking events
    - Ribbon cuttings and milestone celebrations
    - Informational workshops and member appreciation gatherings
- Represent the Chamber at community events, partner meetings, and member functions.

Marketing & Visibility

- Contribute to the development of newsletters, website content, press releases, and social media messaging related to member news and engagement.
- Collaborate with the Executive Director to spotlight members across newsletters, website features, social media, and earned media.
- Contribute to the creation of engaging member-facing communications and marketing collateral
- Manage the Franklin County Gift Card program, including merchant onboarding, reporting, and marketing.

Data & Reporting

- Maintain accurate membership records in the Chamber's CRM system (ChamberMaster).
- Track recruitment, retention, engagement, and event participation metrics.
- Assist with developing annual member surveys and feedback tools.

PREFERRED QUALIFICATIONS

- 3–5 years of experience in membership development, communications, nonprofit management, marketing, customer relations, or community engagement.
- Exceptional interpersonal, verbal, and written communication skills.
- Ability to cultivate relationships with business owners, partners, and local leaders.
- Strong organizational and project management skills; comfortable balancing multiple priorities.
- Self-motivated, proactive, and able to work both independently and collaboratively.
- Proficient with CRM platforms (ChamberMaster a plus), Microsoft Office, Google Workspace.
- Familiarity with Franklin County's business and tourism landscape is a plus.

- Experience with content creation, social media strategy, and light graphic design (e.g. Canva or Adobe Suite) a bonus.
- Experience in website management.
- Willingness to work occasional early mornings and evenings for events.
- Reliable transportation required for local travel.

If you are excited about this role and have relevant experience, but your experience does not align exactly with every requirement, we encourage you to apply. On-the-job training will be provided.

ADDITIONAL INFORMATION

- Reports to: Executive Director
- Type of Position: Full-time, 37.5 hours per week
- Salary Range: $65,000-$75,000
- Location: Franklin County Chamber of Commerce office (currently located at 79 Old Main Street in Deerfield), some remote work available; some travel to client businesses.

We work 37.5 hours per week, and some work can be accomplished remotely. We provide flexible schedules when possible so that each employee is productive in a way that works for them and their family.

BENEFITS

- Retirement: 3% employer match
- Paid vacation, personal, and sick time
- Health insurance available

APPLICATION INSTRUCTIONS

To apply, send a resume and cover letter to:
FranklinCountyChamberCareers@gmail.com

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, gender, religion, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.