



## MEMBERSHIP DIRECTOR



The Membership Director at Greater Mankato Growth plays a key role in fostering strong relationships with the local business community and driving membership growth. The responsibilities of this position span from member engagement and retention to volunteer committee coordination and data management. The Membership Director collaborates closely with Greater Mankato Growth leadership, staff, and volunteers in supporting and promoting the economic growth and vitality of our members and the regional marketplace.

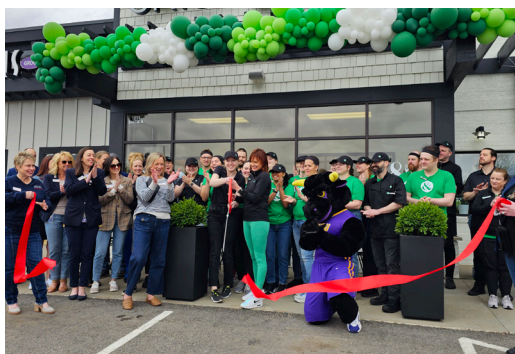
The Membership Director will build and maintain strong connections with diverse stakeholders, including educational, business, and industry leaders, elected official, and the public. The ideal candidate for this position will possess strong interpersonal and organizational skills, flexibility, and the ability to manage multiple priorities in a dynamic environment.

Although we outline the attributes and skills we generally look for, we are very likely missing additional qualities and experiences that could make you an excellent candidate. It is worth taking a chance and submitting an application. We are genuinely interested in meeting you and learning about your unique story and qualifications. Do not hesitate to apply—we look forward to connecting with you!

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To apply, please send your cover letter and resume to [jobs@gretermankato.com](mailto:jobs@gretermankato.com) or mail to:

**Greater Mankato Growth, 3 Civic Center Plaza, Suite 100, Mankato, MN 56001**



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Phone: 507.385.6640

Job Title:

**MEMBERSHIP DIRECTOR**

Corporate Entity:

Greater Mankato Growth

Position Type



Full-time



Part-time



Contractor



Intern



Exempt (salaried)



Nonexempt (40 hours/week)

## POSITION SUMMARY

The Membership Director builds and maintains strong relationships with Greater Mankato businesses and community organizations. This position plays a key role in driving membership growth, engagement, and retention strategies. The Membership Director collaborates closely with Greater Mankato Growth leadership, staff, and volunteers to develop and execute strategies that enhance membership value and foster a strong business community.

## KEY RESPONSIBILITIES

### Member Engagement and Retention

- Fostering strong relationships with existing members to understand their needs and ensure ongoing satisfaction.
- Encouraging member involvement in chamber activities, committees, and advocacy efforts.
- Encouraging member involvement in networking events, programs, and initiatives.
- Collaborating with other staff to promote member businesses and highlight their achievements through various channels.
- Providing personalized support and resources to help businesses and organizations effectively leverage their membership benefits and marketing opportunities.
- Collaborating with other staff to develop programs and initiatives that help ensure high satisfaction and renewal rates.
- Executing and coordinating the annual membership renewal process.

### Membership Growth

- Cultivating relationships with businesses and organizations within the community to promote chamber membership opportunities.
- Identifying and cultivating leads through networking, outreach, and relationship building.
- Developing and implementing strategies to attract new members across all sectors of the business community.
- Collaborating with the marketing team to develop targeted campaigns and materials to promote membership sales.
- Serving as key contact for information requests regarding membership and chamber activities.
- Introducing new members to opportunities, features, and benefits of their chamber membership.

### **Volunteer Committee Coordination**

- Working closely with Greater Mankato Ambassadors and Greater Mankato Cavaliers, the two largest volunteer committees of Greater Mankato Growth.
- Coordinating member welcome visits and activities.
- Managing and scheduling ribbon-cutting events and other celebratory events that support the economic growth of our region.

### **Data Management and Reporting**

- Ownership of the membership database.
- Keeping accurate records of membership data, including contact information, membership status, and engagement levels.
- Generating reports and analyses to track membership trends, retention rates, and engagement metrics.
- Identifying and highlighting key performance indicators and recommendations for growth.

### **Community Connections**

- Collaborating with and connecting businesses, community organizations, and key stakeholders to resources relevant to the success of their business or organizations, as well as our region.
- Collaborating with other staff to develop and maintain strategic partnerships to enhance member benefits and expand the chamber's reach and influence within the community.

## **KEY OBJECTIVES**

- ❖ Membership retention and growth.
- ❖ Member engagement with Greater Mankato Growth programs, initiatives, and services.
- ❖ Program-based net revenue growth.
- ❖ Greater Mankato Ambassador and Cavalier volunteer committee growth and engagement.

## **QUALIFICATIONS**

### **Essential Qualifications:**

- Graduation from post-secondary institution with a degree in business, marketing, communications, nonprofit management, public administration, political science, or related field, or at least five years of applicable work experience, preferably in a community-based organization.
- Demonstrated ability in relationship development and management.
- Proven experience in sales (programs, products, and/or memberships), business development, or customer relations.
- Experience with volunteer recruitment, coordination, and retention.
- Strong interpersonal skills and the ability to effectively engage with diverse stakeholders.
- Excellent written and verbal communication skills.
- Strong organizational skills and the ability to manage multiple priorities in a deadline-driven, multi-faceted environment.
- Strong problem-solving skills, flexibility, and adaptability to changing work, program, and service environment.
- Ability to self-start and exercise independent judgment and initiative.

- Professional presence and ability to represent the organization and effectively network with various stakeholder groups, including elected officials, civic bodies, educational, business, and industry leaders, and the public.
- Ability to be a coalition-builder and work with diverse teams and entities.
- Ability to maintain confidentiality.
- Ability to travel locally and work on weekends and/or evenings, as necessary, to support key activities and events associated with business and community relations (Business After Hours, Business Awards & Hall of Fame, community events as needed, and more).
- Proficiency in typical office technology and software applications (Microsoft Office 365, including Word, Outlook, and Excel).

**Desirable Qualifications:**

- Knowledge of the Greater Mankato community and economic landscape.
- Knowledge of the Greater Mankato business community.
- Working familiarity with database/customer relationship management (CRM) software.
- Expansive network of existing professional relationships.

## CONDITIONS OF SERVICE

Employment eligibility in compliance with U.S. Immigration Reform and Control Act.

Travel outside of the office (valid driver's license required).

Work may require attention/attendance outside of normal office hours, including travel in and out of state, as well as overnight stays.

## DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by the person responsible for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.