

Business Engagement Manager (Contract Position)

Job Description

April 2021

The Abbotsford Chamber of Commerce is expanding our team and looking for an energetic and enthusiastic individual who loves Abbotsford and wants to see businesses in our community thrive. The role of Business Engagement Manager is key to building meaningful relationships and experiences at the Chamber for our members and local businesses. Are you motivated to show businesses the many ways the Chamber can support them with their business goals and aspirations? Do you like connecting businesses and possess a high aptitude for client engagement and satisfaction? If so, we want to hear from you!

The Chamber is a private, non-profit, membership-driven organization comprised of over 650 business enterprises, civic organizations, not-for-profits and individuals. We are a leading Chamber in advocating for business issues, to ensure that the interests of the business community are well represented in public policy decisions. We offer a variety of ways to connect and support our members and to help them realize their potential in the community.

Our Vision: To be known as the most vibrant and relevant business association in B.C.

Our Mission: To build and sustain a thriving business community.

Job Title: Business Engagement Manager (Contract)
Reports to: Executive Director & Chamber Office Manager
Wage: Commission & Bonus Structure
with \$30/hour (32 hrs/month) for specified member relations activities
Anticipated compensation is \$40,000-\$60,000 annually depending on performance.

Job Summary

This position is responsible for membership development, experience and relationship building with prospective members and current members of the Abbotsford Chamber of Commerce. The incumbent will work to increase the local business community's awareness and engagement as members with the Chamber.

The incumbent will identify the needs of prospective members and current members to assist them with their individual and business goals and communicate the Chamber's value proposition. The incumbent will work on monthly sales, expand on existing member relationships, and grow the number of members participating in the programs and services of the Chamber. The incumbent will be goal oriented to drive sales, renewals, and advertising revenues while focusing on retention and networking activities of the Abbotsford Chamber.

This position reports directly to the Executive Director and interacts with other Chamber staff as required.

Overall Accountabilities:

Membership Recruitment

- Maintain knowledge of benefits and services provided by the Chamber
- Contact, acquire and sell new Chamber memberships
- Actively seek new businesses and follow up appropriately
- Schedule appointments with prospective new members
- Close sales through follow-up phone calls/visits and written correspondence
- Follow a comprehensive sales program and membership growth strategy as provided by the Chamber Executive Director
- Maintain an accurate and complete prospect file in Chamber Master CRM, containing pertinent information on all known prospective members
- Maintain complete records of correspondence and communication with each prospective member
- Maintain a monthly reporting system detailing recruitment activities and goals progress
- Assist in the development and coordination of Chamber membership drives
- Attend regular sales/staff meetings

Membership Relationships & Retention Activities

- Ensure each new member is onboarded with a welcome package and a personal orientation experience including knowledge of key tools such as the Chamber portal
- Attend Chamber networking and luncheon events as a champion for the Chamber and its various programs, services and benefit offerings
- Cultivate client centered and genuine relationships and experiences with members, non-members and local businesses at events and in all interactions with an eye to identify opportunities for Chamber membership to enhance their goals
- Follow the Chamber retention strategy to ensure timely check ins and touchbases with all members and to assist them to take full advantage of their membership and reinforce the value of Chamber membership to the business and its employees
- Utilize the Chamber's CRM to capture key retentions activities or notes relevant to each member
- Contribute to the Chamber's various communications channels i.e. member e-newsletters and myBusiness and social media concepts
- Follow-up (visit or phone call) with all members who have indicated that they will not be maintaining their membership and engage in a conversation dialogue. Complete an exit interview form with those that do not renew.
- Follow-up with all members where the renewal invoice is greater than 60 days past due.

Advertising Sales

- In cooperation with Chamber Management and Staff, develop additional advertising revenue generation marketing and activities
- Develop and maintain accurate monthly reporting systems of advertising inventory to track progress
- Maintain complete and accurate records on current and prospective advertisers utilizing the Chamber's CRM

Knowledge, Skills and Abilities:

- Minimum 3 years previous sales experience
- Ability to prospect/cold-call new businesses
- Goal and achievement oriented
- Self-starter with a professional appearance
- Transparent and accountable, with exceptional people skills
- Strong verbal and written communications skills
- Must have the ability to foster the values of member relations
- Proficient in Microsoft Office products including Outlook, Excel and Word

Interested candidates are requested to email a cover letter and resume to:

LaVonne Bandsma

Office Manager

LaVonne@abbotsfordchamber.com