



## **POSITION DESCRIPTION**

### **GREATER GREEN BAY CHAMBER**

Position Title: Engagement Manager  
Department: Membership  
Location: 300 N. Broadway, Suite 3A  
Status: Exempt  
Reports to: Vice President of Development

**The Greater Green Bay Chamber is a membership organization of businesses, non-profits, local governments, and educational institutions who are invested in advancing positive economic and workforce development initiatives as well as creating a strong legal and regulatory framework for the business community. The Chamber has a 137-year heritage and, with about 1,200 members, represents more than 89,000 employees. Not only does the chamber serve its members, but the initiatives it undertakes positively impacts the entire region.**

#### **Mission Statement**

**To strengthen member businesses by enhancing economic and workforce development, resulting in improved quality of life in our community and region.**

#### **Position Summary Statement**

The Engagement Manager is responsible for increasing and supporting membership engagement and retention. As a membership organization serving our members is the priority. This role will also provide consultative support for membership, advertising, and special promotions as assigned.

#### **Essential Job Functions and Responsibilities**

- Serve as the initial point of contact for members and build relationships with members.
- Organize ribbon cuttings and groundbreaking events.
- Lead and execute the Power Networking Breakfasts with support from the events team.
- Lead and organize Business After hours with support from the events team.
- Conduct all Membership ROI events.
- Assist in creating new processes to increase member satisfaction and service.
- Develop and implement strategies to increase membership retention rates.
- Provide support for membership sales.



- Actively seek out and sell advertising opportunities to businesses within the community (Collective Impact, Community Snapshot, Chamber Connection, etc).
- Represent the Chamber at networking events, trade shows, and other community events.
- Respond to member inquiries and provide excellent customer service. Refer members to appropriate Chamber department as needed.
- Oversee Chamber Ambassador group
- Have proficiency with MC Trade database to maintain accurate records of all members
- Work with the marketing team to develop and distribute promotional materials to attract new members.
- Collaborate with other Chamber departments to engage membership throughout the organization, and to plan and execute events and programs.
- Promote “Affinity Product” sales by increasing the number of Chamber member’s purchasing/using each of our endorsed products and services
- Monitor industry trends and stay up-to-date with changes in the business community.
- Perform other duties as assigned by the Vice President of Development

### **Experience and Qualifications**

- Experience in serving others
- Excellent communication, organizational and social skills - including demonstrated ability to work well with colleagues, volunteers and external partners.
- Strong administrative and organizational skills and an ability to maintain balance among multiple priorities.
- Ability to work independently on projects, from conception to completion with minimal support.
- Demonstrated excellence in written and verbal communications with a variety of constituents.
- Knowledge of local business community preferred.
- Proficiency with Microsoft Office Suite and experience working with a CRM system.

### **Physical Demands**

While performing the duties of this position the employee must have the mobility to work in a standard office setting and to use standard office equipment, hearing and speech to converse in person and over the telephone and vision to read printed materials and a computer screen.



Accommodations may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

**Working Conditions and Environment**

Some travel is required for necessary meetings, workshops, conferences, etc. Occasional evening and/or weekend work is expected.