



Director of Membership & Customer Service

Reports To VP, Membership & Continuous Improvement

FLSA Exempt - Full Time

City/State Remote – any location in the US

Description **GENERAL DESCRIPTION OF POSITION**

The Director of Membership & Customer Service will lead membership and customer service for all assigned CGI clients. Scope of responsibility will include strategy, service development, operations, personnel management, and outcome/budget accountabilities.

The Director will understand, articulate, and advocate the needs of our members/customers while enhancing revenues through satisfaction, retention, and business development. The Director will help the membership and customer service teams, as well as other departments, cultivate a service-oriented culture that supports positive member/customer satisfaction and engagement.

Requirements **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Oversee all aspects of developing, strengthening, and maintaining membership including developing long and short-term membership development benchmarks and budgets; strategically planning for and collaboratively undertaking marketing activities, including direct mail campaigns; use of social media and website content; leading ACMA's member service efforts; and ensuring, administering, interpreting, and responding to program evaluation and member satisfaction.
- Ensure the annual membership renewal process is timely and professional. This process includes: providing scheduled member renewal notices, evaluating distribution list of expiring members and defining and executing clear follow-up methods, ensuring effective auto renewals, managing,/resolving undeliverable notices and conducting audits that ensure procedures were followed.
- Assess all member services/benefits annually and continually enhance existing and/or recommend additions or deletions to ensure they are attractive, beneficial, and relevant.
- Ensure membership/customer database functions optimally and is continually updated – oversees member data accuracy and audit processes.
- Collaborate with Chapter and Meeting Services to effectively promote membership growth through chapter, member engagement and local networking/recruitment.
- Develop and manage annual campaigns and create/implement new ideas for sustainable membership growth and retention.
- Manage budget and work with Sales & Marketing to execute high ROI membership recruitment and retention strategies.



- Work with Marketing and Sales to update membership collateral (i.e. flyers, brochures, and/or new member and prospective member packets.)
- Identify potential new markets for membership growth and recommend new chapters, targeted campaigns, educational events or other strategies that lead to membership growth.
- Maintain awareness of industry trends, standards, advancements, and influence change/improvements.
- Monitor and mine the Customer Activity Dashboard data, analyze data, report areas of concern to relevant stakeholders, make continuous improvement recommendations, and improve overall company performance/efficiency.
- Manage the company's Customer Service Model. Ensure compliance to our service standards and company values and provide customer service training as needed to all employees.
- Interfaces with other departments within the organization to ensure the customer service team is prepared to support products, services, and goals.
- Ensure procedures for all work processes related to membership and customer service are developed and documented.
- Develop, coach, and retain high-performance team members, ensuring delivery of exceptional service to customers.
- Manage department resources, direct workflow priorities for staff, and ensure day to day requisite business activities.
- Create and maintain a comprehensive membership manual documenting policies, procedures, forms and staff accountabilities; monitor, analyze and enhance internal procedures on an on-going basis.
- Achieve annual client membership goals and customer satisfaction goals.

EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited university with at least 5 years of professional experience in a related role
- Demonstrated ability to provide quality customer service and to lead and balance work with our internal and external customers
- Program planning, implementation and evaluation experience preferred
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and simultaneously manage multiple tasks
- Excellent written and oral communication skills

SOFTWARE SKILLS REQUIRED

- Proficiency in Microsoft Office suite, including Excel, PowerPoint, Word, and Outlook.
- Intermediate: Contact and Database Management



COMMUNICATION AND CRITICAL THINKING SKILLS

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

EXPECTED TRAVEL

15%

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EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit, and business need.