BUILDING INDUSTRY ASSOCIATION OF SAN DIEGO COUNTY

JOB DESCRIPTION

Director of Membership & Sponsorships

The Director of Membership & Sponsorships is responsible for all membership services for BIA San Diego, including: recruiting new members, retaining current members, obtaining Partnership Program and other sponsors, demonstrating value to members, manage membership committee activities. Responsible for annual membership budget and marketing plan. Additional duties include maintenance of the membership section of BIA website, manage the iMIS database, coordinate the production of the annual membership directory.

The major responsibilities areas for this position are:
1. Recruit New Members
2. Retain Existing Members
3. Obtain yearly sponsorships through the Partnership Program, as well as any additional sponsorships supporting events
4. Manage and staff Membership Committee
5. Annual membership directory
6. Engage members with BIA motto “Members Doing Business with Members” and the value of membership
7. Coordinate this position with BIA’s Events department
8. Coordinate advertising sales (print and online)

Position Responsibilities
1. Recruit New Members
   - Cultivate and communicate with potential members
   - Communicate every 30, 60, 90 days with identified prospects.
   - Coordinate the recruitment efforts of the Board and membership committee.
   - Meet with potential members to create a personal relationship.

2. Retain Current Members
   - Serve as the primary point of contact for BIA members.
   - Manage a fully integrated contact system focused on current members.
   - Develops and administers revenue producing and member benefit programs such as the (NAHB)/Discount savings program.
   - Execute the New Member Orientation and New Member Liaison programs to help new members get involved and lead to retention after first year
   - Encourage members to use association advertising, Partnership Program (P2) and publications as marketing opportunities.

3. Manage Membership Committee
   Membership Committee
   - Coordinate monthly membership/retention committee meetings.
   - Send weekly up-date e-mails about membership cancellations.
   - Coordinate quarterly meetings with Membership/Retention chairman.
4. **Coordinate Annual Membership Directory**
   - Produce annual printed Membership Directory and manage 3rd-party print vendor

5. **Manage Partnership Program (P2)**
   - Obtain yearly sponsors from existing membership
   - Produce all marketing materials to promote program
   - Produce all sponsor recognition materials for the program
   - Ensure value of the program to members

6. **Maintain accurate membership records.**
   - Responsible for maintaining membership records in the iMIS database.
   - Coordinate with the Accounting Department to ensure membership dues are properly recognized.
   - Prepare the monthly NAHB and CBIA reports.
   - Develop the reports necessary to inform leaders of membership activity.

7. **Advertising/Other**
   - Promote online marketing opportunities to members
   - Update all electronic media based on membership advertisers
   - Support Legislative Department in Project Green Light efforts
   - Support any additional special projects as needed

**Relationships**
- The Membership Director reports to the Chief Executive Officer. Ultimate accountability lies with the Chief Executive Officer.
- The Membership Director works with the membership committee on a monthly basis carrying out tasks, projects and requests.

**Experience:**
- 5+ years of Sales and Marketing experience
- Excellent verbal and written communication skills essential.
- Demonstrated history of managing a team/department
- Ability to build and maintain strong relationships

**Education:**
- BA/BS in Business Administration/Marketing or Communications desired.

**Technical Skills:**
- MS Office (Word, Excel, PowerPoint), iMIS, Adobe Acrobat, InDesign

Submit Resumes to Nancy Diamond nancy@biasandiego.org
Building Industry Association
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