



INSPIRED LEADERS  
SHAPING CITIES

## International Downtown Association

JOB TITLE: Director of Membership  
LOCATION: Washington D.C.  
REPORTS TO: President & CEO  
POSITION STATUS: Full-Time  
APPROVED BY: David Downey  
DATE OF REVISION: 1/12/2017

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The International Downtown Association is seeking a uniquely qualified membership professional with management experience, excellent team building skills, and the ability to work collaboratively across a wide range of departments to develop, plan and execute a membership growth and retention program. The IDA provides a unique opportunity for a membership professional looking to grow their career and become a leader in the association industry. The successful candidate will have a proven track record of success in growing membership through innovative approaches, building and implementing best practice engagement, retention strategies, and building/leading successful teams.

### BASIC FUNCTION SUMMARY:

This senior staff position serves as a key contact with IDA members to include CEOs and staff of urban place management organizations throughout the United States, Canada, and abroad. Member organizations are often recognized to be downtown partnerships, alliances, business improvement districts – areas - or zones; municipal place management or economic development agencies; and corporate members providing services to the place management industry.

This position is responsible for development and implementation of a strategic membership growth plan including annual recruitment and retention campaigns aimed at increasing overall market share of prospective membership throughout North America directly and globally through a network of partner organizations. The membership growth plan will leverage IDA's newly adopted industry narrative and exciting new brand to establish clear and segmented member value propositions. The membership plan will include goals and objectives of membership marketing, vehicles to promote the messages, a master calendar of key objectives implementation, and budget.

The Membership Director will work in cooperation with Manager of Membership Services to assure member data records are maintained and updated. This includes archiving past members for use in future recruiting and promotions for other Association activities. The Membership Director will work with all other staff to ensure IDA is a high performing knowledge based organization. This position reports to the President and CEO of IDA.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

- Design, develop and implement programs, content and services related to Membership
- Design and develop Membership marketing strategy in coordination with the marketing department
- Design and monitor all aspects of the Membership process including: membership applications, processing member activation and incomplete applicant records
- Oversee, develop, and/or implement member recognition programs
- Develop the requirements for technology tools that support the daily operations of the Membership function
- Coordinate and support the activities of committee structures
- Provide thorough, timely, and professional written and verbal communications regarding membership services
- Design of member communications such as membership marketing, renewal and payables messages
- Develop and periodically update content, informational webinars, applications, website content, and other documents and processes related to Membership
- Coordinate department resources in accordance with policies and procedures as established by IDA
- Recommend and be responsible for changes to processes that will improve member satisfaction and operational efficiency
- Responsible for assisting and participation in creating the annual Membership department's budget, as well as providing input on the department's monthly pro forma, based on an established schedule and deadlines
- Perform other duties as assigned

SUPERVISORY RESPONSIBILITIES: Yes, 1 full-time employee

INTERNAL RELATIONSHIPS: IDA Staff

EXTERNAL RELATIONSHIPS:

IDA committee members, members, staff of urban place management organizations and industry partners.

QUALIFICATIONS:

- Clear understanding of current membership relationship, engagement, and retention-building strategies
- A strong business orientation with an ability to accumulate, process, and leverage information from both inside and outside the Association for the purpose of driving the business initiatives required to continuously acquire and retain Association members
- Experience developing partnerships with industry and other similar associations to further expand membership markets and opportunities
- Minimum three to five years' experience as a key employee and/or director of a membership operation of a trade association
- Data to show how previous appointments and assignments benefitted former association employers.

- 5 years of relevant membership experience in progressively responsible positions
- Proven ability to leverage social media, digital marketing, mobile technology, and other innovative tools and resources to engage members
- Ability to effectively work in a small team, as well as member relationships, to accomplish IDA projects and goals
- Ability to effectively handle numerous issues, tasks and assignments and meet deadlines
- Discipline to successfully work in a collaborative environment where assignments may include tasks with and without close supervision
- Proven track record of success in management of membership development teams in a fast-paced, growth-oriented environment. This includes coordinating activities of staff, prioritizing projects and initiatives, delegating tasks as appropriate, and mentoring team members.
- Assist in planning for and on-site operations of IDA-sponsored meetings and conferences. Perform general administrative duties, including serving as member of back up team for answering telephones, database entry, etc.
- Ability and willingness to travel

#### EDUCATION:

- Bachelor's degree preferably in marketing, public relations or a relevant field; familiar with urban development, city planning and community organizations and a minimum of four years post-college work experience, with at least two of those years serving in a membership capacity for an association

#### SKILLS:

- Excellent computer skills and knowledge of MS Office Suite (Word, Excel, Access, Outlook, PowerPoint).
- Experience with customer relationship management (CRM) tools/databases, social media tools and communication tools such as Netforum
- Constant Contact and Survey Monkey skills are desirable
- Strong organizational, verbal, written, and project management skills
- Excellent customer service skills
- A "roll up your sleeves" attitude is a must
- Ability to effectively work in a small team, as well as member relationships, to accomplish IDA projects and goals

To be considered for this position, please email a copy of your resume, a cover letter, and salary expectations to: [christina@downtown.org](mailto:christina@downtown.org)