

## POSITION

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**MEMBERSHIP OFFICER**

## ORGANIZATION

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**ECONOMIC DEVELOPMENT COMPANY  
OF LANCASTER COUNTY**

## REPORTS TO

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**DIRECTOR, MARKETING &  
COMMUNICATION**

## JOB TYPE

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**FULL-TIME**

## JOB PURPOSE

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The Membership Manager position works directly with EDC's Marketing and Business Retention & Expansion teams to support efforts to secure a key source of the organization's revenue while also building and strengthening relationships. The position will be immediately involved with revamping EDC's membership program, working alongside an internal team. Ongoing, this role will be responsible for contacting existing members/sponsors; identifying and pursuing prospective members; supporting member outreach, communications, and membership events; celebrating member successes; and connecting members to key team members as needed.

## DUTIES & RESPONSIBILITIES

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- Establish and maintain regular contact with EDC's existing members and sponsors, including in person meetings at member companies and/or accompanying other EDC staff on business visits
- Develop goals and action plan with internal membership team for membership development and retention, including corporate sponsorship
- Identify prospective members; develop and implement strategies to secure new members.
- Develop strategic plan for expanding and improving member benefit offerings and increasing overall membership revenue and number of member companies
- Serve on internal membership team
- Identify opportunities to increase non-dues revenue consistent with EDC's mission and strategic plan
- Partner with the Director, Marketing & Communication to develop membership messaging and deliverables
- Develop regular mechanisms to strengthen relationships with existing members
- Ensure memberships and sponsorship investments are acknowledged and tracked accurately
- Respond promptly to inquiries from prospective members
- Assist in creating and updating membership and marketing materials, including letters, flyers, fact sheets, websites, surveys and others.
- Assist Director, Marketing & Communication in the planning and execution of EDC events
- Regularly update EDC's internal database to ensure member contacts / information is current and accurate
- Work closely with the Director, Administration and Membership on the annual membership campaign, including the tracking and processing of membership dues, thank you letters and follow up correspondence

- Represent the organization at external / networking events – including those hosted by or in coordination with EDC members – to enhance connections
- Provide timely information to other members of the team to champion membership involvement and to support other EDC departments
- Act as entry point for other EDC services, maintaining good working knowledge of all organizational initiatives to be able to share information during business visits and networking opportunities

## SKILLS & QUALIFICATIONS

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This position requires the following skills and qualifications:

- Superior customer service and effective sales experience
- Adept at making a sales pitch; comfortable with fundraising and recruiting new corporate partners
- Ability to nurture and build ongoing relationships with corporate partners to ensure solid retention each year
- Extremely well-organized, goal-oriented and very high attention to detail
- Experience (or ability to develop skills) with using customer relationship databases to document key information
- Ability to manage own time and projects effectively
- Comfortable working independently as an external representative of EDC as well as strong team orientation
- Familiarity with event planning and execution

## COMPENSATION

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The salary range for this position is \$50,000 - \$60,000 based on skills and experience, in addition to a generous benefits package.

## DIRECT REPORTS

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This position will not be required to manage or supervise other personnel.

## ANNUAL PERFORMANCE MEASUREMENTS

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This position will be evaluated on the following key performance measurements:

- Retention of existing members
- Revenue targets for new members
- Contacts and engagements with existing members
- Effectiveness of communication with other team members to ensure high level of customer service
- Recording of information in the organization's database
- Overall growth of membership activities and functions

## WHY YOU WILL ENJOY WORKING AT EDC

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- Competitive market salary based upon experience
- Annual variable compensation opportunity
- Profit sharing & 401(k) match
- Health, Dental, & Vision insurances plus employer HSA contributions
- Flexible work environment with a mix of in-office (Lancaster, PA) and remote working
- Great team environment

## HOW TO APPLY

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Qualified applicants are encouraged to submit a cover letter, resume, and general compensation goals and targets to [apply@edclancaster.com](mailto:apply@edclancaster.com). Please use the position “Membership Officer” title in the email subject.

## ABOUT EDC

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*The Economic Development Company of Lancaster County provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*

APPROVED BY	President, EDC
DATE APPROVED	November 22, 2022
DATE REVIEWED	November 22, 2022