



Membership Support Manager

Updated 5/14/18

Snow & Ice Management Association Position Description

TITLE: Membership Support Manager

CLASSIFICATION: Part/Full-time, exempt.

SUPERVISES: None

PRIMARY PURPOSE OF POSITION

First line of support, service, and personal outreach to members, including new joins, recently expired members, VIP members, and members who require more in-depth customer service or follow-up. Relational sales helping drive revenue growth of membership and key programs through one-to-one personal interactions. Quality listening and reporting to SIMA as an advocate for members/customers, for future improvements in products and service.

GENERAL REQUIREMENTS

This position requires an understanding of technology and methods used for membership recruitment, engagement, retention, and marketing, including but not limited to the website, Association Management System (AMS), Learning Management Systems (LMS), Customer Relationship Management, GoTo Webinars, and other emerging technology platforms. This position also requires advanced customer service skills, as well as the ability to work on multiple projects simultaneously and maintain high attention to detail.

Complexity: This position will require appropriate problem solving, forward-thinking attitude, program analysis, and knowledgeable judgment based on experience or research. Working knowledge of all SIMA programs and member resources is essential to provide member and internal staff support.

ESSENTIAL DUTIES

- Planning and implementing sales efforts to recruit and retain members
- Prospecting for new leads and membership segments
- VIP account management for large members/accounts
- Calling 25-30 members/prospects per week for various sales and customer service interactions
- Effective presentation skills in-person and on the phone

- Serve as primary contact for membership inquiries and provide superior and responsive customer service
- Travel to Member sites and multiple trade shows
- Thorough understanding of core member benefits, key products and events
- Actively listening to member needs/concerns and providing feedback to the organization on ways to improve.
- Event Member Volunteer Management

REQUIRED EXPERIENCE & SKILLS

- Must have an associates or Four-year college degree
- 1-3 years of experience in sales, customer service, or membership services strongly preferred but willing to train the right candidate
- Excellent customer service skills for both external and internal customers
- Ability to problem-solve and multitask with interruptions
- Strong communication skills including verbal, written, and interpersonal
- Ability to establish strong working relationships with members, volunteers, and staff
- Knowledge of IT systems, especially the AMS (customer service) databases is a plus.
- Must be organized, detail-oriented, and self-motivated
- Ability to work independently and take instructions from supervisor(s)
- Must be a strong individual contributor and also supportive of teamwork and able to work in a team environment.
- Ability to generate new ideas for program growth and success
- An intermediate knowledge of either Google Docs or Windows based programs: Word, Excel, Outlook and PowerPoint, with the ability to learn Excel functions and provide accurate reports, pivot tables, spreadsheets, and graphs
- Must have a comfort level and willingness to learn new technology
- Must be able to lift up to 25 lbs
- Ability to travel 6-8 times minimum per year to various trade shows and customer meetings.
- Remote working acceptable, with quarterly requirement to travel to SIMA WI office each year.

The Snow & Ice Management Association (SIMA) is an international trade association based in Milwaukee, WI. We offer a competitive healthcare benefits package as well as a 401(k) retirement plan.

Please send resume, cover letter, salary requirements and any questions regarding this position to Careers@sima.org by 5/31/18.