**Membership Services and Marketing Officer**

**Who we are:**

At the Niagara-on-the-Lake Chamber of Commerce and Tourism Niagara-on-the-Lake we are a small and nimble team that punches above our weight. We work hard on behalf of our businesses and are a partner in their success. We also get to play hard in “Canada’s prettiest town” and enjoy all the natural beauty, amenities, wineries, attractions, historically significant sites, festivals, theatre, and heritage accommodations in our premiere agri-tourism destination. As the chamber of commerce, we are the voice of business for Niagara-on-the-Lake. As the official destination marketing organization, we are responsible for strategic and sustainable tourism marketing and tourism product development.

**Who we are looking for:**

We are seeking a self-starter, a proactive go-getter, a savvy networker; someone who can build relationships easily; someone with a business development lens who can identify opportunities for memberships, partnerships, and sponsorships; someone committed to service excellence and members’ success. The ideal candidate should be a savvy digital marketer with the ability to run digital campaigns and coordinate elements of our 5-year Strategic Marketing Plan.

**Duties and responsibilities:**

Membership:

You will be responsible for the business development strategy around membership including increasing our membership base, prospecting, signups, retention and providing membership value. You will build the Chamber’s memberships by being present and visible in the business community, attending events, sales calling, through referrals, and networking. You will onboard and orient new members to the Chamber’s programs, resources, and services. You will be responsible for ensuring members get the full scope of benefits associated with their membership packages. You will manage the Chamber’s affinity programs, always looking for the opportunities to add more affinity partners that will deliver relevant programs, services, resources, and discounts to our members. You will prepare and deploy weekly newsletters, surveys, and e-blasts. You will manage new campaigns and programs to assist members as the opportunities present themselves (e.g. the Rapid Test kits Program, Shop Local Campaign, Job Fair, etc).

Marketing:

You will be responsible for coordinating some of the elements of Tourism Niagara-on-the-Lake’s 5-year Strategic and Tactical marketing plan with the CEO and agency. You will be responsible for website updates including membership directory, programs, and resources. You will be responsible for social media campaigns for members, Chamber programs, and events.

As a small organization, flexibility and nimbleness is required, and you will be called upon periodically to perform other duties, especially in assisting with events.

**Knowledge and skills you will bring to the role:**

* 2 years of experience in business development, B2B sales, sponsorships, and customer service
* Experience in digital marketing and social media campaigns
* Savvy and creative marketing skills
* Service-oriented, stakeholder relationship-minded
* Savvy and confident networker
* Excellent and effective written and verbal communication skills
* Advanced computer skills including Microsoft Office
* Photoshop, Adobe, creative software programs, websites (WIX), email platforms, survey platforms, database platforms, CRM experience
* Successful completion of post-secondary education
* Ability to build effective working relationships with members, community partners, and other stakeholders

**Reporting Relationships:**

The Membership Services and Marketing Officer reports to the President & CEO of Niagara-on-the-Lake Chamber of Commerce and Tourism Niagara-on-the-Lake.

**Working Conditions:**

This position operates out of the Niagara-on-the-Lake Chamber of Commerce office on Queen Street, Niagara-on-the-Lake. The ideal candidate will live in the Niagara region or be willing to relocate. The candidate should have their own vehicle for which mileage will be paid for official travel. Work will normally be performed during a 40-hour work week. Events will require long days, evenings, and weekend work beyond the scheduled 40 hours.

**Benefits:**

* Company events
* On-site parking

**Application process and deadline:**

If this job posting excites you and you have what we are looking for, please submit your resume and cover letter to president@nigaraonthelake.com by September 4, 2022.