



Membership Development Manager

The California Grocers Association is a statewide trade association representing the food industry since 1898. CGA represents approximately 500 retail members operating over 6,000 food stores in California and Nevada, and approximately 300 grocery supplier companies. Retail membership includes chain and independent supermarkets, convenience stores and mass merchandisers.

SUMMARY

Under general direction, recruit, renew, promote and communicate with members (and prospective members) of the California Grocers Association (CGA) and CGA-managed events. Secure revenue for the organization through membership and event-related partnerships. This includes, but is not limited to, prospecting and qualifying new members, assessing member objectives/needs, developing member relationships and providing superior customer service to clients and prospects. Position requires independent judgment in the course of carrying out overall responsibilities.

SUPERVISES

None

ESSENTIAL FUNCTIONS

1. Work with the Sr. Director of Business Development & Strategic Partnerships and other senior management to identify and develop membership opportunities that align with the CGA's objectives and achieve annual goals.
2. Generate revenue for the association through annual membership recruitment campaigns, exhibit sales for the CGA Strategic Conference, sponsorship for CGA Educational Foundation golf tournaments and other events.
3. Prospect and solicit sponsorships with companies for CGA events including recruiting new strategic partners, maintaining verbal and written correspondence and follow up to assure that commitments are fully executed.
4. Outreach to and educate members and prospective members about the role of the CGA and the impact of membership on their business.
5. Provide outstanding customer service managing the membership services functions for existing members including maintaining accurate member database/contact information, annual invoicing and executing member benefits to assure strong renewals.
6. Communicate with the department Director and other senior management on the status of a variety of membership and sponsorship initiatives.
7. Prepare regular status reports.
8. Represent the CGA with members at social events, conventions, openings, and galas, as required.
9. Accomplish other duties as assigned by the Sr. Director of Business Development & Strategic Partnerships.

MINIMUM QUALIFICATIONS

- Minimum 2 years college course work in business, marketing, communications or related subject or equivalent work experience
- Minimum 3 years relevant experience working in a trade association or membership environment
- Experience or general understanding of the retail industry

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- Demonstrated ability to prioritize and manage multiple deadlines and tasks while being highly organized
- Strong background in delivering outstanding member service
- Computer literacy including familiarity with membership database management systems
- Excellent written and verbal communication skills, including strong presentation skills in both a group and one-on-one setting
- Ability and willingness to work hours that exceed a typical Monday through Friday 40-hour work week, as required
- Valid California Driver's license with proof of insurance

PHYSICAL DEMANDS

Employee may experience the following physical demands for extended periods of time.

- View computer monitors
- Sitting
- Standing for community functions, presentations, trade shows, etc.
- Travel to other locations to represent CGA (5% – 10%)

WORK ENVIRONMENT

Work is performed in a corporate office environment.

The California Grocers Association provides medical, dental, and vision insurance for the employee and eligible dependents, and life insurance for the employee. The Association also provides a generous 401(k) program. The annual salary will be commensurate with experience.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

Interested candidates should submit resume and cover letter to Stacey Swett at sswett@cagrocers.com.