

Newark Regional Business Partnership
60 Park Place, Suite 1800
Newark, NJ 07102
Contact: Barbara E. Kauffman, bkauffman@newarkrbp.org

Member Relationship Manager

1. Retention

- a. Working with senior staff, maintain the member retention program that includes scheduled contacts, calls, visits, etc. to encourage participation, tracks changes at organizations, etc. (starts with new member “welcome” and for existing members, one quarter prior to sending dues renewal notices, continuing through the year)
- b. Maintain charts, schedules and task lists to ensure regular communication with members via their preferred method of communication
- c. Assemble/utilize testimonials/examples of membership value
- d. Research news on members that can be publicized through web and social media
- e. Support and strengthen Ambassadors
- f. Set target dates for communications with members upon renewal and at 3, 6, 9 months.
- g. Compile statistics to track overall and new member retention rate, new vs resigned members in dollars and numbers, reasons for resignation.
- h. Phone calls for dues receivable

2. New Member Engagement/On-Boarding

- a. Enter/confirm new member information in database
- b. Welcome call
- c. Free event certificate fulfillment/use

3. Prospects

- a. Identify and research possible prospects with goal of 3 new members/month
- b. send invitations to attend events
- c. set up of meetings for BK/CH, tap Newark CEDC, landlords, brokers, other sources of potential members, including web research

4. Organizational Support

- a. Work with team to ensure database integrity, making sure contact information is kept current
- b. Set up tracking mechanisms internally, both in Weblink (database) and through use of excel spreadsheets, to monitor communication with members

5. Events

- a. Using past attendance history, identify and invite members to attend events on topics that are appealing to them.

- b. Communicate expertise by members that can potentially be used for a future program to senior staff
 - c. Do preparation work for sponsor involvement including:
 - i. Sponsor attendee names
 - ii. sponsor materials
 - iii. door prizes
 - iv. sponsor descriptions
- 6. Website/Blog
 - a. Work with senior staff and coordinate outreach to members to obtain company news for the website, blog and Member Update email.
- 7. Social Media
 - a. Research member presence on social media and look for events, activities and knowledge to share
 - b. Search/research ways to provide member visibility/value

Required skills

Strong interpersonal skills including attentive listening

Amiable persistence

Customer service, account management, or sales experience a plus

Ability to organize, prioritize and manage multiple tasks

Professional appearance and demeanor

Ability to work independently as well as part of a team, takes direction

Understand and appreciate member perspectives

Strong written and verbal communication skills

Attention to detail and deadlines

Proficient in use of Excel, Database/client management programs, Facebook, LinkedIn, Twitter, Hootsuite, Constant Contact, Photoshop, overall social media proficiency

Understand and react to web/media statistics, ability to track progress/success

Education

Bachelor's degree in marketing, sales, business, communications or related field

Primary Responsibilities Include:

Database integrity, tracking, monitoring of member interaction

Steadily increasing metrics for membership, membership retention and member participation (event attendance, blog posts, etc)

Preparation for events, assembly of needed materials and information

Attending events to interact with members and understand needs/make connections

Supplementing posts to share member news in support of director of communications

Supporting all aspects of the organization's service to members, including member outreach/connections, staff teamwork, etc.

About NRBP

Newark Regional Business Partnership (NRBP) is the pre-eminent member-based organization connecting businesses in the Greater Newark region. By **CONNECTING, INFORMING** and **ADVOCATING** on behalf of our members, NRBP strengthens the region's business infrastructure and **REVITALIZES** New Jersey's largest city. NRBP leverages our deep experience to bridge sectors and foster individual and collective success for our broad-based and diverse membership, which includes nearly 450 corporations, professional firms, small businesses, educational institutions and not-for-profit organizations.

Revised July 27, 2018