



## **Membership Sales and Program Officer**

The Niagara-on-the-Lake (NOTL) Chamber of Commerce is a vibrant collective of local businesses dedicated to advancing the interests and growth of our business community.

The Chamber serves as a powerful advocate for business interests, facilitating connections between our members and government, media, and the public. We also host dynamic events, and networking opportunities designed to foster collaboration and innovation.

### **Position Overview:**

The Membership Sales & Program Officer generates new membership revenue, enhances member retention, and manages advertising and sponsorship sales for the NOTL Chamber. In this role, you will advocate for our members and act as a liaison between them and the NOTL Chamber. Additionally, you will help develop our lead generation campaigns and guide the advertising and product development strategy.

As a key member of the team driving new opportunities to meet revenue targets, this role is highly visible within the Chamber and the community, reporting directly to the Executive Director.

### **Roles and Responsibilities:**

- Primarily responsible for recruiting new members at a rate consistent with the goals and objectives of the Chamber's budget.
- Create member proposals that detail various options for engaging with the business community.
- Ensure consistent communication with current NOTL Chamber members while building relationships and acquiring new prospects.
- Sell advertising opportunities on the website and other determined products.
- Sell sponsorships for all NOTL Chamber events meeting the goals set out in the 2025 Event Plan.
- Stay updated on all the membership benefits and valuable resources the NOTL Chamber offers its members!
- Meet deadlines, achieve revenue goals by developing partnerships, and maintain successful business relationships.
- Maintain retention practices to stay engaged with members and prospects.
- Maintain strong networks and relationships within the Niagara region.
- Participate and network in chamber events.

### **Requirements and Skills:**

- Three years of successful sales experience, preferably in a membership environment.
- Strong relationship management skills that effectively build trust with sponsors and key stakeholders.
- Set sales goals, create and implement action plans, and evaluate processes and results.



- Knowledge of social media and digital marketing to engage members and sponsorship opportunities.
- Proficiency in using CRM software, internet Applications, and Microsoft Office, including Outlook, Excel, Word, and PowerPoint.
- Excellent written and verbal skills in a professional setting
- A strong, independent worker who remains self-motivated.
- Outstanding organizational skills (can handle multiple priorities, problem solve, and meet targets)
- Post-secondary education in business, marketing, sales, or any relevant field is preferred or equivalent experience.
- Understanding the role and functioning of a chamber of commerce and/or previous experience working at a chamber of commerce is considered an asset
- Possession of a dependable vehicle and a valid license is required.

**Salary Range: \$45,000 - \$55,000+**

This is a full-time position with a base salary of \$45,000 - \$55,000 plus a generous commission structure.

**What We Offer:**

- A dynamic, supportive work environment.
- A chance to play a significant role in driving the success of the NOTL Chamber of Commerce and the local business community.
- Competitive salary and benefits package.
- Free on-site parking

Interested candidates are invited to submit a resume and cover letter to [careers@niagaraonthelake.com](mailto:careers@niagaraonthelake.com) **no later than Friday, January 31, 2025.**