

# Member Engagement Specialist



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## POSITION SUMMARY

The Member Engagement Specialist is a relationship-driven, revenue-generating role at the heart of the Springdale Chamber of Commerce's growth strategy. This position takes the lead on member engagement and retention, while supporting sponsorship sales — working directly with new and existing members to deepen their investment in and value from Chamber membership. The Specialist also oversees the Chamber's signature weekly networking event, Morning Brew, and contributes meaningfully to new member recruitment.

This position reports directly to the Senior Vice President and works in close coordination with the Vice President for Operations and the Community Outreach Specialist to align membership and sponsorship efforts across the organization.

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## REPORTING STRUCTURE

**Reports to:** Senior Vice President

**Collaborates with:** Vice President for Operations; Community Outreach Specialist

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## PRIMARY RESPONSIBILITIES

### Member Engagement & Retention

- ▶ Serve as a primary point of personal contact for existing members, proactively cultivating relationships that strengthen member value and long-term retention.
- ▶ Own and execute the Chamber's ongoing member retention program, identifying at-risk members and implementing targeted outreach strategies.
- ▶ Maintain the accuracy and integrity of the member database; ensure staff are informed of member changes, requests, and milestones in a timely manner.
- ▶ Coordinate member engagement logistics, including support for the Ambassador Program, Ribbon Cutting ceremonies, and the membership plaque distribution program.
- ▶ Continuously identify and communicate opportunities to enhance member value and improve the overall membership experience.

### New Member Recruitment

- ▶ Contribute to the Chamber's staff-wide effort to achieve annual membership growth goals.
- ▶ Develop and refine processes for prospecting and generating new member leads.
- ▶ Collaborate with senior staff to build and execute membership sales strategies that expand the Chamber's reach and relevance across Springdale and Northwest Arkansas.
- ▶ Conduct personal outreach to prospective members, representing the Chamber's mission and value proposition with enthusiasm and professionalism.

## Sponsorship Sales

- ▶ Actively pursue sponsorship sales opportunities with both new and existing members, serving as a frontline revenue generator for Chamber programs and events.
- ▶ Participate in the development and execution of the Chamber's annual sponsorship strategy, with a focus on growing both the number of sponsors and total sponsorship revenue.
- ▶ Participate in the production and annual refresh of sponsorship materials, ensuring offerings are clearly communicated and competitively positioned.
- ▶ Build and maintain sponsor relationships that result in multi-year partnerships and increased investment over time.

## Morning Brew — Weekly Networking Event Leadership

Morning Brew is the Chamber's popular weekly networking coffee event and a cornerstone of member engagement. The Member Engagement Specialist is the lead staff member responsible for its consistent, high-quality execution.

- ▶ Plan and manage the event calendar, securing and scheduling venue locations well in advance.
- ▶ Oversee event registration logistics, ensuring a seamless experience for both hosts and attendees.
- ▶ Serve as the primary on-site staff presence, welcoming members and prospects and facilitating meaningful connections.
- ▶ Leverage Morning Brew as a platform for member relationship-building, retention conversations, and sponsorship introductions.

## QUALIFICATIONS & COMPETENCIES

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- ▶ Exceptional interpersonal and communication skills, with a natural ability to build trust and rapport across diverse industries and personalities.
- ▶ Self-motivated and goal-oriented, with the ability to manage multiple priorities and deadlines independently.
- ▶ Demonstrated success in relationship-based sales, membership development, or business development — ideally within a chamber, association, or nonprofit context.
- ▶ Experience with CRM or membership database platforms preferred.
- ▶ Familiarity with the Springdale/Northwest Arkansas business community is a strong plus.

## APPLICATION

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Send a cover letter and resume to: [careers@chamber.springdale.com](mailto:careers@chamber.springdale.com)

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*The Springdale Chamber of Commerce is an equal opportunity employer. This job description is intended to convey essential information about the scope and requirements of the position and is not an exhaustive list of skills, efforts, duties, or responsibilities.*