



Greater Mankato Growth, Inc.

Membership Development & Engagement Manager

Departments	Greater Mankato Growth
Reports To	President/CEO
Supervisory Duties	None
FLSA Status	Exempt
Benefits	Yes

POSITION DETAILS

The Membership Development & Engagement Manager drives membership growth, investment, engagement, and retention for Greater Mankato Growth. This highly outward-facing position builds relationships with current and prospective members, identifies opportunities to increase investment and participation, and secures sponsorship support for organizational programs and initiatives.

The position requires a high degree of initiative, independent judgment, and ownership of membership and revenue goals. The Membership Development & Engagement Manager is expected to proactively identify opportunities, develop relationships, and bring new ideas and creative approaches to membership growth and engagement. A minimum of 50% of work time is expected to be spent externally engaging businesses, members, prospects, and community partners.

Professional/Technical Duties and Responsibilities

The duties listed below are intended only as illustrations of the various types of work that may be performed, with or without reasonable accommodation. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Membership Growth & Investment

- Own and continuously advance the Chamber's membership sales strategy, proactively developing and implementing new approaches to prospecting, lead generation, sales outreach, membership offerings, conversion, and overall membership and revenue growth.
- Proactively identify, cultivate, and close new member prospects.
- Grow investment from existing members by identifying opportunities for increased membership levels, sponsorships, and organizational involvement.
- Maintain an active prospect pipeline and track sales activity and results through the CRM.
- Meet established membership, revenue, and sponsorship goals.



Member Engagement & Retention

- Develop strong relationships with members and maintain a thorough understanding of GMG benefits, programs, events, and services.
- Connect members with opportunities that increase the value of their investment and strengthen engagement.
- Lead proactive member retention and renewal efforts, including outreach to at-risk or disengaged members.
- Gather member feedback and identify opportunities to improve the member experience and value proposition.

Sponsorship Development

- Identify, cultivate, and secure sponsorships for GMG programs, events, and initiatives.
- Develop relationships with existing sponsors and identify opportunities to expand their investment.

Chamber & Community Engagement

- Maintain a highly visible presence at Chamber networking events, programs, ribbon cuttings, member visits, and community activities.
- Lead and engage the Chamber Ambassadors as an extension of GMG's membership recruitment, engagement, and retention efforts.
- Represent GMG professionally and enthusiastically throughout the business community.

Other Duties as Assigned

Support organization-wide efforts that advance Greater Mankato Growth's economic development and community engagement strategies.

Supervisory Duties and Responsibilities

- None

REQUIRED SKILLS, EXPERIENCE, AND EDUCATION

- Demonstrated sales experience with a track record of developing relationships and achieving results.
- Strong interpersonal, networking, presentation, and customer service skills.
- Self-directed, entrepreneurial approach with strong initiative and follow-through.
- Ability to develop prospects, manage a sales pipeline, and close business.
- Professional presence and comfort engaging business owners, executives, and community leaders.
- Proficiency with Microsoft Excel and Word and CRM/database management platforms.
- Chamber of commerce, association, membership organization, or business development experience preferred.
- Valid driver's license and ability to travel throughout the region.



CORE COMPETENCIES

- Strong attention to detail and ability to manage multiple priorities.
- Flexibility and adaptability in a fast-paced, collaborative environment.
- Sales & business development
- Relationship building at all levels of business, from small business owners to C-suite executives.
- Initiative & ownership in the position
- Results orientated
- Strong communication, presentation, and public speaking skills.
- Deliver high level of customer service
- Creativity & problem solving
- Strong organization skills & timely follow-through

Physical and Mental Requirements

The physical demands described are representative of those that must be met by an employee to perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Activities that occur constantly (5-8 hours/shift): sitting talking, hearing
- Activities that occur frequently (2-5 hours/shift): standing, walking, repetitive motions, eye/hand/foot coordination
- Activities that occur occasionally (up to 2 hours/shift): reaching, handling, grasping, feeling
- Activities that occur rarely (do not exist as regular part of job): lifting, carrying, pushing, pulling, climbing, balancing, stooping, kneeling, crouching, crawling

Working Conditions

- This is a highly outward-facing position, with a minimum of 50% of work time expected to be spent outside the GMG office meetings with current and prospective members, sponsors, and community partners with the potential need for occasional lifting of office supplies of up to 20 pounds.
- Regular attendance at Chamber networking events, programs, ribbon cuttings, and other member and community activities is required.
- Attendance at Board of Director meetings and other related sessions and events may be required.
- Occasional overnight travel.
- This position requires irregular hours, often exceeding 40 hours per week, including early mornings, evenings, and occasionally weekends. As a professional salaried role, the focus is on delivering results rather than strictly adhering to a 40-hour workweek. The responsibilities of this role demand flexibility and a willingness to invest additional effort to achieve goals. Accountability for outcomes is a key expectation, which may necessitate dedicating extra hours to ensure the success of projects and the timely completion of deadlines.

Greater Mankato Growth, Inc. is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, reasonable accommodations are offered to qualified individuals with disabilities. Prospective and current employees are encouraged to discuss potential accommodation with the employer.