

## **Director of Member Relations**

**We're looking for motivated professionals who are passionate about making a difference across Wyoming**

### **Summary**

The Wyoming Business Alliance is a non-profit organization that serves as Wyoming's premier business advocate to its esteemed members. We promote and advocate a growing economy by connecting business and political leaders from across Wyoming. The Director of Member Relations works closely with the WBA President to ensure the continuous and steady growth of the organization. The Director supervises the Communications Manager (FTE) and all contractors assisting with events/marketing. In the absence of the president, the Director provides back-up to ensure continuity and quality delivery of services. Position reports directly to the President.

### **Primary Job Responsibilities**

- Supports President on legislative tasks and other mission critical work to ensure the organization is following through on member Board and member expectations.
- When requested by the President, provides backup to enable the team to continue operating successfully.
- Serves as alternate staff liaison to committees, providing leadership and staff support, to include preparation of agendas and minutes as needed.
- Interprets needs and issues arising, and then implements actions according to organization's mission, policies and procedures.
- Evaluates and enhances service offerings to members, including regular review and evaluation of feature/benefits, community partner program, and dues.
- Works strategically to build and maintain a comprehensive and proactive membership recruitment, retention, and services/outreach programs.
- Delivers effective member programs to retain and provide value to existing members.
- Conducts new member onboarding and ensures information is delivered to new members in a timely manner.
- Ensures programs and benefits meet the needs of existing and future members.
- Generates revenue through ad sales and sponsorships for projects and events.
- Identifies grant sources; writes and prepares grant proposals.
- Increases the net membership numbers and dollars per annual goals.
- Schedules and conducts a minimum number of recruitment and retention calls and appointments per month.
- Promptly and effectively responds to all membership inquiries.
- Provides timely and accurate monthly and annual membership reports.
- Plans and attends member events.
- Generates comprehensive and accurate list of current members and prospects; actively seeks new membership leads.

- Works with the team to ensure customer relationship management database is updated with current and accurate information.
- Works with the team to ensure members are informed of member benefits to increase participation and engagement.
- Processes all correspondence and paperwork related to membership with assistance from other staff as required.
- Develops membership recruitment goals and campaigns.
- Creates membership marketing materials, and internal and external content, in collaboration with communications coordinator.
- Utilizes customer relationship management database to its fullest potential.

### **Desired Skills and Abilities**

- Knowledge of public relations, fundraising best practices, and strategies.
- Strong public speaking and interpersonal skills.
- Excellent written communication skills with a ability to write in a journalistic style that is customary for external publications.
- Ability to build and maintain relationships with executive leaders, members, and media.
- Strong organizational skills and attention to detail.
- Proven ability to independently manage priorities and meet deadlines.
- Enjoys working collaboratively and is kind, loyal and respectful to team members.
- Ability to adapt and innovate to achieve excellence.
- Ability to succeed and thrive in a remote work environment.
- Highly proficient with Microsoft Office Suite.

### **Required Education and Experience**

Bachelor's degree in Public Relations, Political Science, Communications, Journalism, or related field required.

Minimum five years of experience in public relations, communications, or related field required with two years of supervisory experience.

### **Compensation**

Starting pay range \$75,000 - \$85,000. Excellent benefits package includes paid holidays, four weeks PTO; medical, vision, dental insurance at 100% for employees; SEP retirement program with generous matching; reimbursement for mileage and remote office supplies.

***Interested candidates please email cover letter and resume to: [Laura@peakconsult.net](mailto:Laura@peakconsult.net)***

All inquiries and applications will be strictly confidential  
Further questions contact Laura at 307-655-5405

To learn more about WBA go to: [www.wyomingbusinessalliance.com](http://www.wyomingbusinessalliance.com)

The Wyoming Business Alliance is an Equal Opportunity Employer  
and values diversity in the workplace