

EMPLOYEE:
TITLE: Director of Membership
DEPARTMENT: Membership
REPORTS TO: Executive Vice President
FLSA STATUS: Exempt

SUMMARY

The Home Builders Association of St. Louis and Eastern Missouri (HBA) is a local trade association where over 630 companies in the residential construction industry work together to keep housing affordable, create jobs, and provide a marketplace for local businesses via three annual home shows. The HBA empowers its members to succeed by working toward common sense building regulations, providing networking and educational opportunities, and using its power in numbers to keep the housing market strong.

The Director of Membership has direct responsibility for membership recruitment, retention, and record keeping, as well as management and expansion of our member benefits and endorsement/affinity programs. In addition, this position serves as the staff liaison for the Associates Committee, the Professional Women in Building Council, and the HBA Student Chapter.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Membership:

1. Recruitment
 - a. Develop and update as needed all member recruitment materials (print, electronic, and web) to effectively communicate the value of HBA membership.
 - b. Identify and communicate with prospective members.
 - c. Develop and institute drip marketing campaign for prospective members.
 - d. Assemble and distribute printed prospective member packets.
 - e. Facilitate and manage member recruitment task forces.
 - f. Implement annual membership drives.
 - g. Manage inventory of HBA and National Association of Home Builders (NAHB) membership materials.
2. Retention
 - a. Develop and update as needed all member retention materials (print, electronic, and web).
 - b. Develop and institute drip marketing campaign for member retention.
 - c. Schedule and complete monthly retention emails and calls.
 - d. Coordinate New Member Orientation/Networking opportunities.
3. Record Keeping
 - a. Manage prospect data.
 - b. Responsible for accurate data entry for all HBA/NAHB membership database records.
 - c. Prepare monthly HBA/NAHB membership reports and related check requests/electronic payments.
 - d. Prepare specialized database reports as needed.
 - e. File important hard-copy membership documents accordingly.
 - f. Provide reports for evaluation of progress and success of recruitment and retention efforts.
 - g. Ensure accuracy of the database, hard-copy files, and all reports.
 - h. Oversee member data collection/verification for the annual Membership Directory & Buyer's Guide.

Member Benefit and Endorsement/Affinity Program Management:

1. Manage and expand utilization of current member benefit programs, including local HBA member benefits and NAHB Member Advantage.
2. Research and implement new programs which benefit our members and generate non-dues revenue for the Association.
3. Maintain proper records for all member benefit and endorsement/affinity programs.

Member & Community Engagement:

1. Associates Committee
 - a. Coordinate semi-annual meetings of the Associates Committee.
 - b. Coordinate and implement one Associates Committee-driven event annually.
2. Professional Women in Building Council (PWBC)
 - a. Serve as staff liaison for the Professional Women in Building Council & the Council Steering Committee, providing administration, support, and event coordination. This includes administration of the HBA Student Chapter which was founded by the PWBC in 2017.
 - b. Sell sponsorships for 6 meetings per year.
 - c. Manage the maintenance of all relevant HBA/NAHB council records, reports, and files.
3. HBA Student Chapter
 - a. Coordinate with PWBC leadership and other HBA members, the HBA Executive Vice President, instructors from participating high schools (currently 2), and NAHB staff to plan and implement Student Chapter program.
 - b. Coordinate scheduling of HBA member presentations at the participating high schools.
 - c. Coordinate Parent Nights and Career Fairs at each high school annually.

Other:

1. Provide budget input and financial analysis for all areas of responsibility.
2. Communicate with other departments, NAHB contacts, etc. on a regular basis.
3. Prepare communications for all areas of responsibility. This includes articles for the monthly *Builder News* magazine, the bi-weekly *Industry Insider* e-newsletter, and any other appropriate HBA communications.
4. Coordination of meetings and events as noted includes all aspects of meeting and event/program management (sponsorship sales, flyer creation, staffing, etc.). Certain meetings or events may be scheduled during early morning/evening time frames.
5. Research and recommend new ideas and technologies to enhance member service and staff efficiency.
6. Study the activities of other HBAs and membership organizations along with any industry trends that may impact major areas of responsibility.
7. Attend relevant conferences and educational programs as directed.
8. Provide assistance to other departments as needed, including Home Show staffing, special event assistance, etc.
9. Assist with additional projects as instructed by the Executive Vice President.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty in a satisfactory manner. The qualifications listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Must be a self-starter and self-motivated to complete projects satisfactorily and on time.
2. Excellent interpersonal skills a must, with ability to interact and communicate with all personality types by phone, e-mail, and in person, thereby providing a great customer service experience.

3. Proficient in Microsoft Outlook, Word, and Excel. Experience with InDesign, client/association management system (CMS) software, web design/management, and Crystal reports preferred.
4. Excellent organizational and time management skills with the capacity to multi-task and prioritize projects.
5. Strong critical thinking and problem-solving skills.
6. Ability to work both independently and in a team environment.
7. Willingness to complete (not delegate) all levels of tasks independently.

EDUCATION/EXPERIENCE

Bachelor's degree required. Three years of relevant work experience required (sales, marketing, association work preferred).

MATHEMATICAL SKILLS

Must be capable of performing basic addition, subtraction, multiplication, division, percentage calculations, and monetary calculations. Must also understand budgeting and accounting procedures.

PHYSICAL DEMANDS

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

1. Sitting/standing for extended periods
2. Significant amounts of typing and/or data entry
3. Periodic lifting/transporting of materials no more than 60 lbs.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

APPLICANT INFORMATION

Deadline to apply is July 26th. Cover letters and resumes received by this date will receive preference.

Please send cover letter and resume to (choose one):

- Email To: careers@hbastl.com
please reference the job title "Director of Membership" in the subject line
- Mail To: Celeste Rueter, Executive Vice President
Home Builders Association
10104 Old Olive Street Road
St. Louis, MO 63141
- No phone calls please

July 3, 2018