GREATER SPOKANE VALLEY CHAMBER OF COMMERCE

Business Development Manager

Reports to: Vice President
Compensation: $50,000 - $60,000 annually, depending on experience + Commission on Sales

Full-time, non-exempt position eligible for the Chamber's comprehensive benefits package. In addition to base compensation, this position is eligible for commission-based compensation tied to qualifying membership, sponsorship, and advertising sales in accordance with the Chamber's annual commission plan. Employees may also be eligible for performance-based bonuses tied to the successful achievement or exceeding of established organizational and individual goals.

Position Summary

The Business Development Manager is responsible for developing and maintaining strong member relationships throughout the full membership lifecycle, from initial prospecting and recruitment through onboarding, engagement, renewal, and retention.

This position serves as a primary relationship manager for prospective and existing members and is responsible for achieving new-member sales goals, delivering a strong onboarding experience, supporting membership retention, and connecting members with opportunities that increase the value of their Chamber investment.

Essential Job Functions

New Member Development:

- Identify, prospect, qualify, and cultivate prospective Chamber members.
- Conduct membership meetings, presentations, and follow-up conversations.
- Clearly communicate Chamber benefits, investment levels, and engagement opportunities.
- Develop and maintain a healthy prospective-member pipeline.
- Follow up consistently on inquiries, referrals, and prospective-member leads.
- Achieve established new-member and new-member revenue goals.
- Build referral relationships with existing members, Ambassadors, and community partners.
- Maintain accurate prospect and sales activity in the Chamber CRM.

Member Onboarding & Journey:

- Own the onboarding experience for new members from initial commitment through the first renewal cycle.
- Conduct or coordinate new-member orientations.
- Maintain a documented new-member journey, including timelines, scripts, communications, templates, and follow-up activities.
- Ensure new members understand and access relevant Chamber benefits.
- Connect new members with events, programs, committees, networking opportunities, advertising options, and Chamber resources.
- Track new-member engagement and follow-up activity throughout the first year.
- Continuously evaluate and improve the onboarding experience based on member feedback and outcomes.

Renewals & Retention:

- Proactively communicate with members approaching renewal.
- Conduct renewal and retention outreach.
- Identify members at risk of non-renewal and implement appropriate follow-up.
- Maintain accurate renewal notes and activities in the CRM.
- Respond to membership questions and concerns.
- Escalate significant member issues or key-account retention opportunities to the Vice President.
- Gather member feedback and communicate recurring themes and opportunities to Chamber leadership.

Sponsorship, Advertising & Additional Revenue:

- Develop and maintain a strong understanding of Chamber sponsorship, advertising, and promotional opportunities.
- Identify opportunities for members and prospective members to deepen their investment in the Chamber based on their business goals and interests.
- Support the sales of assigned event sponsorships, advertising packages, Member Stories, and other Chamber revenue
- Maintain accurate sponsorship and advertising sales activity, commitments, and follow-up in the Chamber CRM.
- Support broader sponsorship, advertising, and revenue-development campaigns as assigned.

Networking & Member Engagement:

- Maintain networking-group rosters and participant records.
- Build relationships with members through Chamber events, programs, ribbon cuttings, and networking activities.
- Connect members with Chamber resources and opportunities based on their interests and business needs.
- Work collaboratively with Chamber Ambassadors on referrals, welcoming members, and ongoing engagement.
- Represent the Chamber professionally at member and community activities as assigned.

Qualifications

Required:

- Associate or bachelor's degree preferred, or an equivalent combination of education and professional experience.
- Two or more years of demonstrated sales, account management, membership, customer-success, or business-development experience.
- Demonstrated ability to achieve sales or revenue goals.
- Exceptional customer-service and relationship-building skills.
- Strong written and verbal communication skills.
- Ability to manage a sales pipeline and multiple member relationships simultaneously.
- Strong organizational skills and attention to detail.
- Proficiency with CRM and Microsoft Office systems.
- Experience in a membership organization, Chamber, association, or nonprofit environment preferred.

Core Competencies:

- Sales and business development
- Relationship management
- Customer service
- Follow-through and responsiveness
- Persuasive communication
- Organization and pipeline management
- Member-focused problem-solving
- Collaboration

Success in This Role

Key Performance Indicators:

1. New Member Growth: Achievement of established annual new-member count and new-member revenue goals.
2. Membership Retention: Achievement of annual retention goals and consistent completion of defined renewal and at-risk-member outreach.
3. Member Onboarding: Completion of established onboarding milestones for new members within defined timelines.

Success would mean:

- The Chamber consistently meets or exceeds established new-member and new-member revenue goals.
- Prospective members receive timely, professional, and personalized follow-up from initial inquiry through joining.
- New members experience a clear and intentional onboarding journey that connects them quickly with relevant Chamber benefits and opportunities.
- Member renewals are proactively managed, with strong follow-up and early identification of members at risk of leaving.
- Membership questions and concerns are addressed promptly and members feel connected to the right Chamber resources.
- CRM records accurately reflect prospect, onboarding, renewal, and retention activity.
- Networking groups and member-engagement touchpoints are well maintained and used to strengthen relationships.

Physical Requirements

- Ability to sit, stand, and walk for extended periods.
- Ability to lift and carry up to 30 pounds.
- Occasional evening and weekend work required to support Chamber events and programs.
- Local travel throughout Spokane County.