



Membership and Engagement Coordinator

The Saranac Lake Area Chamber of Commerce acts as a catalyst for business and community development in the Saranac Lake area by providing services and representation for its membership and generating economic development through promotional and marketing strategies. The Membership and Engagement Coordinator is an integral part of the Saranac Lake Area Chamber of Commerce team, collaborating with the Executive Director to implement key aspects of the strategic plan approved by the Board of Directors.

JOB TITLE: Membership & Engagement Coordinator

LOCATION: Saranac Lake Area Chamber of Commerce Welcome Center, 39 Main St, Saranac Lake

RESPONSIBLE TO/EVALUATED BY: Executive Director

POSITION SUMMARY: This position serves as a key participant of the membership outreach team and is responsible for developing and implementing engagement material and communications. Acting as a liaison between the Chamber and a variety of audiences, this position provides excellent customer service to those wishing to engage with the Chamber or Saranac Lake Welcome Center. Furthermore, this position communicates the message of the Chamber and the Saranac Lake Welcome Center across its media platforms, providing important developments and highlighting new aspects of the business environment to the membership of the Chamber and the public at large.

The Saranac Lake Area Chamber of Commerce welcomes applications of Black, Indigenous, and People of Color as well as other minoritized groups. Nominations of women and nonbinary individuals are similarly encouraged.

RESPONSIBILITIES:

Membership Outreach

- Conduct new member outreach and develop new acquisition strategies in coordination with the Executive Director and Finance Committee
- Maintain and track new member acquisition including the Chamber's new prospects and lapsed member lists
- Manage and maintain the Chamber's membership database including but not limited to; database auditing, monthly reporting of new members and outstanding members, updating outreach status to members, and implementation of action items related to outreach

Communication and Engagement

- Responsible for the Chamber's marketing initiatives including collateral development and implementation of communications to the membership, community-at-large, and visitors
- Design and execution of promotional and marketing materials including but not limited to the Saranac Lake Visitor's Guide, Saranac Lake Welcome Center, and the Chamber's social media and newsletter
- Coordinate messaging aimed at highlighting the Chamber's activities

- Coordinate the Welcome Center to serve as a liaison between our visitors and our community. To increase visitor volume, the length of stay, and visitor spending for the destination by providing relevant visitor information and quality visitor experience.
- Track visitor information and demographics including but not limited to interests, areas of origin, number of visitors, and provide reports to ROOST and the SLACC Board of Directors in a timely manner as needed
- Work with Executive Director to formulate a strategic social media and online communication plan and implement social media and online communication plan with weekly updates to the Executive Director
- Curate social media messages, e-newsletters, and website content

CANDIDATE PROFILE:

Successful candidates should identify with the following traits:

- Enjoy working with people
- Excellent interpersonal skills to create a welcoming and friendly atmosphere in the Welcome Center and over the phone
- Collaborative and energized team member
- Active learner and listener
- Personally accountable
- Innovative and creative thinker

Minimum Qualifications

- High School diploma or equivalent
- Knowledge of the surrounding community
- Strong customer service skills
- Ability to work weekends and some evenings

Preferred Qualifications

- Bachelor's Degree in a related field, or equivalent experience
- Strong technical skills including familiarity with Microsoft Office software, Constant Contact, Quickbooks, and social media coordination software
- Experience in graphic design, design software, and art design a plus

POSITION BENEFITS: Hourly position with competitive pay and 35-40 hours per week, comprehensive benefits package, including PTO, sick time and health insurance, vision and dental plans.

Interested applicants may send a resume and cover letter to director@slareachamber.org or mail to 39 Main St, Suite 2, Saranac Lake, NY 12983.