



## **MANAGER, MEMBER SERVICES JOB DESCRIPTION**

Position Title: Manager

Reports To: Director, Member Services

The Security Industry Association (SIA), based in Silver Spring, Maryland, continues to experience a significant period of growth in membership and increased awareness of member benefits offered through government relations, standards, learning and professional development, certification, research, and strategic networking programs. As the sponsor of the ISC Expos and SIA Education@ISC conferences, SIA serves as a catalyst for growth for nearly 800 member companies operating within the global security industry.

### **DUTIES AND RESPONSIBILITIES**

#### **General Statement of Duties**

The Manager works in a team environment with the Director and Associate Director of the Member Services Department to achieve membership engagement, recruitment and retention goals by being part of various membership-related activities.

This position is responsible for generating new memberships and managing the engagement activity across assigned membership accounts. The position also creates and manages meaningful business and professional experiences for members and is the driver of new revenues and recurring revenues generated from various programs, products, and services, specifically the Security Project Management training courses and related certification program.

Inasmuch as the position reports directly to the Director, Member Services, s/he works in close collaboration with employees/departments across the organization. While executing responsibilities individually, the Manager is adept at sharing information, reporting activity and measuring success. Responsible for working with SIA industry partners in developing and executing comprehensive sales strategies.

Must demonstrate exceptional member service and effectively communicate the SIA brand and value proposition. Provide a hands-on approach to initiating, managing, monitoring and fulfilling memberships, from prospective to new to actively current member companies.

#### **Responsibilities and Specific Duties include:**

Recruitment and Retention

- Increase membership and ensure high retention and engagement within the pre-set targets for Manufacturers Representative firms, Architecture and Engineering (A&E) firms and Investment/Private Equity firms.
- Actively prospect for and recruit new Manufacturer/ Service Provider companies at ISC West and ISC East based on booth size.
- Assists in the engagement campaigns which communicates the value proposition and specific benefits to the membership
- Assists in ensuring database record population and accuracy
- Assists in the monthly billing and collection of Member renewals
- Liaison to SIA Membership activities at ISC West and ISC East

Promote and Sell SIA Security Project Management (SPM) training classes and Certified Security Project Manager (CSPM) credential

- Identify target audiences, primarily from the Integrator segment of SIA Membership
- Initiate outreach to corporate members to sell private classes and individual classes
- Work with Associate Director, Certification, to grow the number of CSPM credential holders

Member Services

- Responds to member inquiries and service requests, and perform active follow up to ensure member satisfaction and increased member engagement
- Monitors membership information on the SIA website
- Represents Member Services at various industry events, conferences, the annual meeting and other networking programs
- Stay informed of association activities and respond to member inquiries or service requests
- Assist in the preparation/execution of Membership surveys and evaluations

Reporting

- Produce, as needed, weekly/monthly membership activity reports for Board and senior staff
- Update SIA staff as determined on membership – reporting on trips, introducing new members and other recent activity

Qualifications:

- Previous, proven experience working on a sales team.
- Implement membership recruitment and retention programs, benefits, products and services.
- Ideal candidates should possess a minimum of 3 years applicable experience in marketing and membership positions, including a solid commitment and track record of exemplary member/customer service.
- SIA seeks an individual who sees change as positive, is “entrepreneurial” and works to build consensus between varied groups and interests.

- Ability to recognize and develop leadership skills of volunteers.
- Excellent verbal and written communications.

Requirements:

- 3 years marketing and customer service experience
- Track record in acquiring and retaining membership a strong plus
- Must be able to thrive in a fast-moving working environment
- Must demonstrate superior collaborative staff development
- B.A. in a business discipline