



Sr. Manager, Membership

Job Description as of Sept 2022

The Snow & Ice Management Association is a North American trade association for snow & ice industry professionals. Our mission: We empower snow & ice management professionals for success.

The snow and ice management industry is dynamic, engaging, and essential to the world we live in. SIMA is proud to support thousands of small businesses, entrepreneurs, and hard working professionals in the industry.

This position will include a competitive benefits package (Health, Dental, Vision) with HSA and a 401(k) retirement package. If you are interested in applying to become the newest member of the SIMA team, **please submit your cover letter, resume and salary requirements** to Careers@sima.org.

Position: Sr. Manager, Membership

Reports To: CEO

Location: Flexible up to fully remote

Compensation: Base 65-85K plus potential bonus opportunities

Overview: SIMA is seeking a self-driven Sr. Manager, Membership to be responsible for leading the development, implementation and evaluation of membership growth strategies, as well as day-to-day management of SIMA member engagement. Serving as the liaison for members across the US and Canada to build a strong membership culture within the Association; works closely with Strategy Team and CEO to achieve the goal of SIMA membership while delivering and ensuring the highest level of service to our members.

Primary Responsibilities:

1. Leads the association's overall efforts to recruit, retain, and engage membership by creating a data-driven member engagement, retention, and recruitment strategy and implementation plan.
2. Identify opportunities and collaborate with colleagues to enhance member benefits and services offered by the Association.
3. Work with both staff and members to review customer feedback related to SIMA membership, programs, and services.
4. Be the staff liaison/facilitator of SIMA member-based peer groups.
5. Oversight of all membership data, tracking and reporting, including but not limited to:
 - a. Assist in maintaining accurate membership records
 - b. Provide recruitment and retention reports
 - c. Current, new and prospective member information
 - d. Member experience throughout join and renewal process
6. Initiate and manage strategic partnerships with other auxiliary-related associations and groups to help recruitment and retention of membership; including, but not limited to, attendance at these types of conferences to represent the association.
7. Works with the CEO to set annual membership goals. Provides monthly insight into membership revenue and tracking to annual goals.

8. Potential travel 5-6 times per year for Membership related activities.

Desired Traits

- Demonstrated experience in growing membership/customers and strengthening membership/customer retention.
- Proven experience in managing a team with quantitative and qualitative goals in sales & customer service related fields.
- Positive attitude and personality that connects people together and builds a sense of community and commitment to high level of customer service.
- Tech-savvy and adept at learning new software systems, applications, and tools without getting overwhelmed or frustrated.
- Effective public speaking skills and ability to present information confidently.

Preferred Skills

- Intermediate skills in Microsoft applications and/or Google Drive applications.
- Integrated database experience (Customer Relationship Management Systems, Association Management Systems, etc).
- Zoom or other webinar software experience.