

DESTINATION GREATER VICTORIA

Job Description – Account Manager, Member Services

Title

Account Manager, Member Services

Reports To

Manager, Member Services

Summary

The Account Manager, Member Services is responsible for supporting all aspects of engagement for current and prospective members. This includes sourcing new members and membership opportunities while developing and maintaining positive relations with all Destination Greater Victoria's (DGV) members.

This position will be ideal for a candidate that is energetic, organized, flexible and results oriented. They must be passionate about sales, relationship building, and providing exceptional customer service. They will thrive in an organization that has strong organizational values and a positive team-oriented work culture.

Job Duties

- Work collaboratively with the Manager, Member Services, to acquire new members, identify new membership opportunities, act as a contact and advocate for member recruitment, retention, and support.
- Proactively provide suggestions to enhance membership services and value for members.
- Support all aspects of engagement and relations with DGV's members to provide high-quality services, timely relevant information and a value-added member experience.
- Drive membership sales to meet membership targets and goals.
- Adapt quickly to a fast-paced work environment with changing work volumes through prioritizing, project management, and effective communication.
- Assist with planning, coordinating, and managing member mixers, workshops, seminars and events, including the Annual General Meeting, Business Plan Launch and Christmas Luncheon.
- Maintain accurate and up-to-date records, information, profiles and account listings for members and potential members, including on the Simpleview CRM, Member Extranet, DGV's Website and related platforms.
- Assist with maintaining and updating membership sales materials, membership sales kits onboarding materials, and information packages and respond to their inquiries in a timely solutions-focused manner.
- Additional projects and duties as required.

Key Qualifications, Knowledge and Experience

- Degree or diploma in marketing, business, or communications or a combination of education and/or work experience.
- 3+ years' experience in a sales role. Experience with membership-based organizations, tourism, hospitality and/or hotel sectors is a strong asset.
- Comprehensive knowledge of business development and sales, including developing a sales funnel and pipeline.
- Strong sales skills – researching, qualifying, prospecting with proven track record of building customer/membership portfolios.

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- Demonstrated ability to work effectively in a service-oriented environment and foster positive stakeholder relations while attaining measurable results, goals and targets.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Computer literate, including effective working skills of MS Word, Excel, PowerPoint and Outlook.
- Strong understanding of market research including interpretation and application of data.
- Understanding of CRM systems and their place in a destination marketing organization.
- Experience with and the ability to develop and deepen content channels including Facebook, Twitter and Instagram is an asset.
- Experience in marketing and /or event organization is an asset.

Personal Attributes

- Positive attitude, professional and solution focused.
- Intuitive, approachable and open with an inherent drive for results and innovative solutions.
- Exceptional customer service and relationship building skills.
- Strong leadership and interpersonal skills with the ability to work effectively as part of a team as well as independently.
- Ability to contribute to a culture of high performance and mutual support, fostering collaboration across the organization.
- Energetic, organized, proactive, self-motivated and results-oriented, including the ability to multi-task and manage several projects simultaneously.
- Excellent communication skills, including public speaking and presentation skills.
- Flexible and adaptable, with a well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Strong writing and editing skills are an asset.

Working Conditions

- Valid BC driver's license is required.
- Ability to attend presentations and events, occasionally outside of regular 8:30 am - 4:30 pm office hours.
- Occasional travel within the Greater Victoria region.

Salary Band

- The annual salary for this position will be \$60,000-\$65,000 dependent on experience and related skills.
- Competitive benefits package