

Membership Coordinator

JOB DESCRIPTION:

About CBA

The Consumer Bankers Association (CBA) is the only member-driven trade association focused exclusively on retail banking. Whether buying a home, financing an education or launching a small business, since 1919, our members have partners with consumers to help them achieve the American dream. Our Corporate Members include the nation's largest retail banks, with 85% holding over \$10 billion in assets. Our Associate Members represent the premier providers of goods and services to banks. Member loyalty is reflected in our membership renewal rate, which consistently remains above 90 percent. Our 13 standing committees, subcommittees and working groups include top executives from our member banks with expertise in each segment of retail banking.

About the Position

CBA currently seeks a driven, solutions-oriented, creative and strategic thinker as a Membership Coordinator. This person will report to Vice President of Corporate Membership and is responsible for supporting CBA's efforts to retain and recruit both Corporate and Associate members. Primary responsibilities include managing the retention timelines, relationship management, supporting recruitment efforts and our annual conference CBA LIVE as well as providing support for the CBA Foundation. You will work closely with the meetings, membership and marketing departments and all team members to achieve CBA's annual goals. This is a small fast-paced office with many opportunities for professional development and growth.

DUTIES AND RESPONSIBILITIES:

Membership Retention

- Manage members' engagement levels to ensure full participation in CBA Committees, membership calls, SmartBrief and other benefits
- Draft department materials such as one pagers, dues letters, membership invoices and newsletter updates
- Help coordinate and prepare for member visits and membership calls
- Develop meaningful relationships with members

Membership Recruitment

- Research and present marketing concepts for attaining new members; develop recruitment lists and contacts
- Research and provide background information to help prepare CEO for recruitment meetings and calls
- Assist on Membership Council calls with tracking and reporting

Membership Fulfillment

- Manage all membership updates to the website, including white papers/other thought leadership pieces to be uploaded periodically
- Coordinate CBA-sponsored webinars: logistics with 3rd party vendor, sponsor, speakers and CBA's marketing team to produce educational webinars for financial services industry
- Manage on-boarding process for new corporate members and new committee members
- Update database with all changes to CBA committees and member information

Committees

- Participate as a liaison for one of CBA's Committees

- Participate on and help set agenda for monthly calls
- Support creation of materials and agendas for in-person meetings (2-3x/year)
- Meeting planning

CBA LIVE

- Assist with CBA LIVE programming for your committee's forum by reviewing RFPs, contacting speakers, scheduling prep calls and compiling briefing materials
- Support team on site for our 3 day conference by attending forums, organizing meetings, and furthering relationships with members
- Assist with updates to CBA LIVE mobile app/other sponsorship deliverables as needed
- Support General Session planning as needed

Knowledge, Skills and Abilities:

Ideal candidate will possess a bachelor's degree and 1-2 years of work experience. Applicant should have the ability to multi-task and function effectively in a fast-paced environment; meet deadlines on multiple projects, possess the ability to develop and manage relationships; be highly organized and motivated with excellent interpersonal and communication skills (both verbal and written); superior writing and proofreading ability. Exceptional attention to detail is a must. It is essential that the successful candidate work well under pressure in both team and independent environments.

In addition, the ideal candidate will have:

- Solid web research and proofing skills
- Computer experience in MSWord, Excel, Publisher, PowerPoint and the Adobe Suite
- Comfortable using a database (WebLink experience a plus)
- Self-motivation and discipline to regularly set and achieve work goals (creative, strategic, highly organized with strong sales development skills)
- Previous trade association experience a plus
- Financial Services Industry and/or Government Relations experience a plus but not required
- Flexibility to travel (as required)