



**Position:** Engagement Strategist

**Date:** April 2025

**Reports to:** Executive Vice President

**FLSA:** Full Time, Exempt

**Location:** Fargo, North Dakota

**Department:** Membership

### **Position Objectives and Purpose**

The Engagement Strategist's primary responsibility is to ensure strong membership retention and engagement for the organization through relationship building with members and executing a robust membership retention plan. Additionally, the Engagement Strategist oversees the ribbon cutting program, as well as Public Relations and Member Relations Ambassador programs, and several membership events.

### **Essential Functions:**

- Membership Retention & Engagement
  - Collaborate on executing a comprehensive membership retention strategy, including engaging current members and facilitating renewals.
  - Analyze member feedback and trends to continually improve member services and engagement efforts.
  - Bring strong relationships with new and existing members by understanding their business needs and goals.
  - Assist in identifying at-risk members and implementing proactive retention efforts.
- Member & Public Relations Ambassador Programs
  - Motivate and encourage public relations ambassadors to be advocates for the Chamber, attend ribbon cuttings, and engage in Chamber events or programs.
  - Engage member relations ambassadors in retention of members through facilitating one-on-one relationships with new members.
  - Recruit, train, and support ambassadors to ensure they are effective in their roles.
- Events & Programs Management
  - Schedule, plan, and facilitate all member ground-breaking and ribbon-cutting ceremonies.
  - Oversee membership events such as Member Mingle, Operation Thank You, Operation Appreciation, and more.
  - Attend Chamber events and engage with the business community to identify new opportunities.



- Work with Events and Programs Team to make sure membership events align with Chamber goals and provide value to attendees.
- **Collaboration & Organizational Support**
  - Collaborate with the Director of Member Development on retention and engagement initiatives.
  - Collaborate with Chamber staff and assist with other programs, events, and publications as needed.
  - Work cross-functionally with marketing and communications teams to promote membership initiatives.
- **Market Awareness & Administrative Duties**
  - Stay informed of industry trends, market conditions, and best practices.
  - Maintain accurate records of member engagement activities and track retention metrics
  - Collaborate with leadership to track return on investment (ROI) for membership activities
  - Other additional and/or alternative duties as assigned from time to time.

### **Qualifications**

- Bachelor's degree or 2-5 years of experience in membership engagement or a related field.
- Experience working with membership organizations, chambers of commerce, or non-profits is a plus.
- Proficiency in CRM software, Microsoft Office Suite, and event management platforms.
- Ability to work occasional early mornings and evenings
- Valid driver's license and ability to travel locally for member visits and events.

### **Key Competencies**

- Relationship building and membership engagement
- Communication and speaking to large groups
- Event planning and execution
- Strategic thinking and problem-solving
- Budget management
- Organizational and time management skills
- Collaboration and teamwork

### **Compensation**

Salary is commensurate with experience, plus benefits including health insurance, retirement plan, paid time off, and professional development opportunities.