Downloaded from <https://www.velvetjobs.com/job-descriptions/membership-director>

# Example of Membership Director Job Description

Our company is growing rapidly and is looking for a membership director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for membership director

* Initiates and leads interdepartmental committees as related to specific responsibilities of the job
* Assumes primary responsibility for whole case
* Employee partnering through growing talent
* A bachelor’s degree or equivalent years of experience and a minimum of 5 years managerial experience in operations within the vacation rental industry
* Strong competency skills in developing a team, customer service, innovation and creativity, leveraging data to support decision making, understanding information systems and the software development lifecycle, programs and projects management, and creating an inclusive culture
* Significant experience with online distribution, product management, process re-engineering, revenue- expense- and homeowner management, branding, marketing, and operations
* Strong people management, communication (verbal and written), and persuasion skills
* Drive Membership business to financial and engagement objectives
* Develop a deep understanding of our players and identify ways to segment and target players to drive usage and retention
* Map and optimize the end-to-end player journey

## Qualifications for membership director

* Proven track record in guiding, mentoring and motivating a team of sales individuals
* Responsible for extensive, hands-on analysis, strategizing, planning, budgeting, and implementation
* Manage and analyze market data to identify acquisition opportunities analyze engagement data to identify opportunities and understand drivers of satisfaction
* Create an annual strategy for growing the membership and visitor base using direct marketing techniques and assets including direct mail, E-communications, and focused outreach
* Five years�' experience in membership eligibility, billing and receivables within the HMO/health care industry preferred
* Familiarity with statistical software (Stata and/or R)