

# ***Membership Manager***

## **Independent College Bookstore Association (Feb 2023 Update)**

### **About This Position**

Are you ready to put your talents to work and make a positive difference by joining our team in “The Loop” section of the City of Chicago as ICBA’s **Membership Manager** to support 235+ college store Members and 110+ Vendor Partners across North America in the fast-paced and dynamic collegiate retail industry?

The Independent College Bookstore Association (ICBA; [www.ICBAinc.com](http://www.ICBAinc.com)) is a not-for-profit trade association and service organization that has been dedicated to supporting college stores, and vendors who supply college stores, for over 97 years. ICBA’s Mission is to demonstrate that independent operation of a campus store is the best solution to serve a campus community. ICBA is a driver of strategic change and a provider of a diverse group of support programs and services.

ICBA Staff work in a hybrid office environment, typically working in the Chicago office 2 days per week (Mondays and Wednesdays) and working from home on other days. During key times of the year, it may be necessary to work up to 5 days in the Chicago office. Therefore, candidates for this position should be based in the Chicago area or should be willing to relocate to the Chicago area.

The **ICBA Membership Manager** reports to the ICBA Vice President of Membership & Operations and has the following primary functions/responsibilities (in addition to being a versatile and flexible member of a collaborative team that offers a broad array of programs and services).

- **Primary Function: Member Support As A Trusted And Familiar Resource**
  - Be a valued and reliable resource to all ICBA Member stores, year-round and at the annual ICBA Conference, ensuring that Member awareness and satisfaction with ICBA is high and that Members receive a substantial return on their Membership investment.
  - In addition, this team member will have specific responsibility to be the primary ICBA contact point for a designated group of ICBA Members.
  - This role has substantial responsibilities to ensure internal tracking and management of Member data is accurate (including but not limited to contacts, payments, event registrations, and survey analysis).
  - The person in this role will be one of the public “faces” of ICBA at Conferences, on the ICBA website, in ICBA Social Media, during Zoom calls, etc.

This is an opportunity to be an integral part of a dedicated, 7-person team that takes pride in delivering extraordinary value to its Members, Vendor Partners, and the entire

college store channel. ICBA is widely respected within our industry. The ICBA culture is informal, friendly, and collaborative, while also being fast-paced, innovative, and results-oriented. This is a full time, salaried position with occasional travel required.

As an organization, ICBA is committed to supporting Diversity, Equity, & Inclusion and to take action to ensure that all decisions are made without discrimination, harassment, or prejudicial treatment because of race, ethnicity, religion, national origin, gender, sexual orientation, gender identity/expression, age, disability, or protected veteran's status. Click here: [ICBA's Diversity, Equity, & Inclusion Statement & Commitment](#)

### **Specific Responsibilities**

- PRIMARY: Interact with Members on a regular basis (primarily via phone and email but also at Conferences, via Social Media, ICBA Website, and during periodic store visits) to ensure satisfaction, discuss ICBA services, and solve problems.
  - Proactively interact with assigned stores for various initiatives during the year (Membership renewal, Conference participation, etc.).
  - Increase Member awareness, engagement, and utilization of ICBA programs and services.
- PRIMARY: Become an ICBA “Super User” of ICBA’s Customer Relationship Management (CRM) software tools to ensure consistent and comprehensive use by all ICBA staff members.
  - Be the “Level 1” support for internal questions related to the CRM.
  - Provide basic CRM training for the ICBA staff.
  - Develop and implement processes to ensure Members are accurately logged and tracked within the ICBA databases.
  - Serve as an ICBA’s contact to our CRM provider.
  - Maintain accurate and current Member and Vendor contact and critical data lists for internal use and for external distribution to other parties, as needed.
  - Support the Vendor Management team to ensure currency and accuracy of the Vendor Contact Database as needed.
- PRIMARY: Provide ICBA Conference support for a wide variety of tasks.
  - Key responsibility for Conference registration platform and on-site registration logistics and operations, post-Conference Survey analysis, and much more.
- PRIMARY: Develop/Demonstrate expertise in key aspects of the college store and retail markets.
- PRIMARY: Support ICBA’s strategic goal of tracking and assessing engagement via the CRM tools and other tools available.
  - Play a major role in increasing Member engagement in all ICBA programs and services (including analyzing data related to existing programs and recommending new programs/services).

- PRIMARY: Help coordinate Membership enrollment and renewal processing/tracking.
- PRIMARY: Prepare and present Membership reports for internal use and Board of Directors presentations.
- SECONDARY: Work with the CEO, Director of Marketing & Communications, and VP of Membership & Operations to help develop ICBA marketing/communications messages.
- SECONDARY: Work with the CEO and Staff to advance and expand ICBA's Education programming.
  - Help assess market needs for education programming.
  - Assist in reviewing existing education content and materials.
- SECONDARY: Represent ICBA at selected industry conferences and events.

### **Qualifications and Skills**

- Five years business experience in a position with similar responsibilities (including member relations and/or business development)
  - Retail experience is preferred
  - College store experience is preferred
- Familiar with a variety of Customer Relationship Management functions/systems
- Demonstrated problem-solving, organizational, and analytical skills
- A self-starter with high standards for performance and accuracy
  - Able to demonstrate the ability to work remotely in an organized and productive manner—while maintaining availability to internal and external contacts with the same response times as if working in a traditional office environment.
- Strong customer service and interpersonal skills
- Experience managing traditional office administrative/financial functions
- Strong commitment to team results
- Ability to multi-task, effectively set priorities, and manage concurrent projects
- Intermediate Word, PowerPoint, and Excel skills
- Intermediate user of QuickBooks or other similar invoicing/accounting software tools
- Ability to travel 15-20 days per year

### **Compensation and Key Benefits**

- Base annual salary of \$66,000-\$70,000 (based on experience and qualifications)
- Additional annual supplemental income of \$11,794 per year
- Retirement contribution matching by ICBA of up to 6% (with full employee vesting/ownership of ICBA's employer contributions on Day 1 of employment)
- 16 paid vacation days per year + 11 additional paid holidays
- Mobile phone monthly allowance to partially offset mobile phone costs

## **About the Independent College Bookstore Association**

The Independent College Bookstore Association (ICBA) is a not-for-profit trade association and service provider supporting 235+ college store Members and 110+ Vendor Partners. Founded in 1927, as a buying group of college stores in the Pacific Northwest, ICBA now provides educational programs, powerful networking forums, and develops/negotiates preferred vendor programs to help Member stores throughout North America achieve the operating scale and business sophistication necessary to compete with off-campus and online competitors, as well as chain store operations.

ICBA is best known for its annual Conference, along with education, networking, and innovative vendor programs, but the current pace of industry change requires more strategic initiatives. The ICBA staff seeks to provide industry advocacy and leadership to identify opportunities and innovative business tactics to help Members better serve their student, faculty, and administrative customers, while increasing the overall value they provide to the campuses they serve.