

## **JOB DESCRIPTION**

### **Manager of Membership Experience**

Job Title: Manager of Membership Experience  
Reports to: Senior Director of Finance & Shared Services  
Status: Permanent, full-time position

#### **SUMMARY**

Reporting to the senior director of finance & shared services, the manager of membership experience is responsible for the development and implementation of a strategic and operational Marketing and Communications plan that supports the mission, vision, and goals of the CSIA. This individual will manage all advertising, branding, product promotion, sponsorship relations and member relations/communications through various channels and platforms. The manager of membership experience will ultimately contribute their focus and energy towards increasing the awareness and value of employing a CSIA certified ski teaching professional within the ski industry and among the skiing public.

The communications coordinator and membership service agent report directly to the manager of membership experience.

#### **PRIMARY RESPONSIBILITIES**

- Develops the Marketing and Communications plan supporting the CSIA mission, vision, and strategic goals, as well as collaborates with various stakeholders in its implementation.
- Oversees and assists/support the writing and editing of all outbound communications.
- Responsible for social media content creation and management.
- Actively manages all aspects of the CSIA sponsorship program including acquisition of new sponsors, contract management and renewal processes, generating new revenue streams and/or creating value for members.
- Responsible for the preparation of an annual budget related to their areas of responsibilities and ensuring proper control of expenditures is maintained.
- Develops, reviews, implements, and monitors for compliance of CSIA branding and brand manual standards by the various stakeholders (including regional/industry partners and resellers), through various channels (websites, print, social media, etc.).
- Oversees the coordination and implementation of various membership recognition/awards events, sponsor events, trade shows, social events, etc. on a national level and/or national participation at a regional event.
- Works closely with the Program and Education department to properly market and communicate on programs/products ensuring awareness and success of CSIA programs/products.
- Responsible for the professional, effective, and timely response to members enquiries.
- Participates in the on-line store product selection.
- Responsible to conduct various stakeholders' consultations as required, including market research, surveys and focus groups, to understand needs, opportunities and ensure CSIA's growth and future.
- Works closely with the manager of information technology in designing and enhancing new functionality, brand management, improved information access and return on investment for our sponsors as it relates to the CSIA website and social media platforms.
- Prepares monthly and annual reports to the director of finance & shared services related to communication, website and social media platform traffic, trends, and recommendations for improvement.
- Research and develop opportunities to automate targeted communications to assist in the promotion of programs, products, and specific marketing messages.

- Research, develop and proposes a change to membership categories structure and benefits/value proposition strategy to meet the needs of our members and the industry.
- Develops and promotes member retention strategies, addressing the various membership demographics.
- Oversees the official language requirements and consistent application throughout the CSIA.
- Serves as a resource on matters pertaining to policy and procedures related to membership services.

### **QUALIFICATIONS AND EXPERIENCE**

- A university/college degree/diploma in marketing/communications.
- 5 years' experience in a management/supervisory position.
- Strong verbal and written communication skills. Fluency in both French and English is essential.
- Formal education, training or experience in project and program planning.
- Experience working within cross functional leadership teams.
- Strong interpersonal skills with experience in developing relationships and collaborating with a broad range of stakeholders, such as volunteer committees, boards, snow schools, sponsors, contractors, and members.
- Accreditations including: CMMP, PCM, APR, CMP, etc. are a decided asset.
- CSIA membership or basic skiing skills is an asset.
- Proficiency with a variety of software applications.
- Experience managing sensitive and confidential situations and materials.

### **REQUIREMENTS**

- Must be eligible to travel throughout Canada from time to time.
- The successful candidate will be required to undergo an Enhanced Criminal Record Check and/or vulnerable sector check, safe sport training and other screening requirements.
- A valid Canadian driver's license is required.

### **CORE COMPETENCIES**

- Interpersonal and communication skills
- Membership and stakeholders focus and quality of service
- Decision making and initiative
- Conflict management

### **JOB SPECIFIC COMPETENCIES**

- Attention to details
- Creative and innovative
- Strong writing skills
- Works independently with minimal supervision
- Politically savvy

### **WORKING CONDITIONS**

Working conditions consists of both a traditional and remote office environment. Work will require a flexible work schedule (weekends, evenings, etc.) to accommodate meeting critical deadlines and meeting with various stakeholders. The primary workplace is located at the Montréal office but working from home according to the company policy will be allowed when not interfering with productivity.

Visibility requires maintaining a professional appearance and providing a positive company image to the public.