



Job Description for: Director of Member Benefits and Strategic Partnerships

Reports to: **Director of Membership** Leads the following Project Team: **Member Benefits & Strategic Partnerships Team**

Criteria:

- 1) National Affiliate Members, Strategic Partners and REALTORS® **must be in good standing** with a local Board/Association of REALTORS® to be eligible.
- 2) Must either be a 2021 Member or Strategic Partner of LA/Beverly Hills Network:
REALTORS® Member fee \$259.00
National Affiliate Member fee \$140.00
(click here to join https://connect.wcr.org/joinapi_login?id=a2E1N000001nFnIUAE&order=1)
- 3) Must live within 30 miles from Greater Los Angeles REALTORS® Association
- 4) Recruit and Lead Project Team Members (who also receive free entry to all events they actively plan and participate in and 25% rebate of their 2021 Annual Dues and opportunities to Speak/Host Events after 90 days of active participation)

Ideal Skills/Experience:

- Operating as part of a team
- Planning and organizing skills
- Social Media and Digital Marketing skills
- Networking and communication skills
- Public Relations
- Great open rate of Email Campaigns experience
- Program development
- Strategy development
- Project Team Development
- Delegation Skills

Benefits:

- After 90 days of active performing duties, Director will receive 50% rebate of 2021 Annual Dues
- Opportunities to Speak/Host Events
- Free Entry/Tickets to all LA/Beverly Hills Events
- Put on TOP of the list for Appointed Positions of Treasurer, Membership Director
- More Local, State and National exposure for Referrals

Scope of Duties: Help ensure both the networks financial security and build value for membership by networking and partnering with partners and sponsors. Works with Membership Director to develop programs, initiatives, and policies designed to increase membership.

Responsibilities:

- Recruit Members to join your Team
- Provide Participative Leadership to your Team by providing direction, implementing plans, and motivating people
- Host Monthly Membership Orientation
- Follow-Up and Close New Realtor Members, Real Estate Partners/Brokerages and Strategic Partner Leads
- Creates, updates, and distributes information to current members as well as prospective members
- Creates and implements a Recruitment and Retention program for both Members and Strategic Partners
- Solicit and secure annual Strategic Partners and paid sponsorships for events
- Collaborate with Strategic Partners prior to each event in seeing if they would like to take advantage of additional marketing opportunities by hosting, speaking, donating a raffle prize, sponsoring a portion of the event, or purchasing guest tickets to the event, etc.
- Work with Events, Fundraising Teams to sell tickets at State Meetings Ways and Means
- At each event, announce raffle prizes and target goal, sell tickets, and announce winners!
- At the end of each event, add up raffle prize proceeds and meet with Treasurer to exchange funds and collaborate on sales.
- Strategic Partnership team to meet at least once a month. Invite other project team leaders to attend meeting for input