Job Description
Director – Membership Sales

Reports to: Vice President - Industry Relations & Member Engagement

FLSA Classification: Exempt

Office Location: Remote TBD

General Summary: The primary function of this role is to identify, engage, sell, and close on prospective new members. Develop robust value propositions for each of the three member councils (Materials, Processors, & Equipment) to emphasize the benefits of being a member of the association. Responsible for the revenue development and growth of the Plastics Industry Association. Responsible for growing the association through new revenue streams, new sponsorship opportunities, and increased membership base. Responsible for regional activities and the development of new regional events designed to engage both members and prospective members. Works and collaborate with the appropriate PLASTICS staff to achieve the overall goals and objectives as stipulated in the strategic plan.

Essential Functions:

- Develop, create, and implement strategic programs & robust value propositions to increase membership revenue.
- Develop unique regional events designed to engage members and create association awareness to both member and non-member companies.
- Collaborate with industry partners to engage a larger audience in PLASTICS events, conferences, and tradeshows.
- Serve as liaison between PLASTICS and members to address their concerns and questions; actively interface with members and prospects to educate them on association benefits/services and merits of membership.
- Utilize member input to create and develop new programs and events to increase non-dues revenue for the association.
- Develop reporting methods to routinely benchmark member growth and to provide a historical perspective on the association’s progress.
- Collaborate with other departments and outside resources to achieve association goals.
- Other duties as assigned.
- Have fun in job!

Job Standards:

- Must adhere to all relevant PLASTICS policies and procedures.
- Expected to provide excellent customer service to members and other staff at all times.
- Member communications, telephone, written and oral, are a central part of PLASTICS’s day-to-day business. Treat member communications as a top priority.
Relationships:
- **Internally**: Interface with PLASTICS staff
- **Externally**: Communicate with prospective members of PLASTICS

Job Qualifications:
- **Education**: Bachelor’s degree required.
- **Experience**: Plastics industry selling experience is critical. Association tradeshow, sponsorship and membership sales background required. Ten years of experience required.
- **Core competencies**: Ethical behavior, ability to quickly adjust to change, results-oriented, team player, customer service orientation, strategic, creative, and inquisitive.
- **Job competencies**:
  - extensive knowledge of membership and sponsorship processes, databases, and systems,
  - strategic planning skills with ability to implement the details, i.e., proven experience in association membership recruitment/retention, the ability to successfully promote program products and services to members,
  - proven track record in building programs that have resulted in growing revenue and membership base.
  - communication skills, including public speaking and writing skills.
  - ability to “close a sale”.
  - demonstrated understanding of the financial impact of increasing/keeping/losing members.

About Us: PLASTICS is a dynamic organization with an ambitious team, striving for growth and success. Together we shape the direction of the entire plastics industry and as a job requirement, have some fun while doing so. Employees have the opportunity to grow, learn, and impact both the industry and the inner workings of our association. We also encourage volunteerism – as a staff, we work to keep two blocks of K Street clean and participate in river clean ups and recycling initiatives.

We offer generous benefits including health, dental, vision and life insurance, competitive salaries and a 401(k) plan with employer match and contributions.

We work hard, we play hard and we value a work-life blend. In fact, employees take personal time off at their own discretion.

**Interested applicants should send cover letter, salary requirements and resume to HR@plasticsindustry.org**