

San Diego Velodrome Association

Position Title: Membership Director

The Organization: The San Diego Velodrome Association is a public benefit, membership-based 501(C)3 nonprofit corporation incorporated under the laws of the State of California for the purposes of engaging in, promoting, encouraging, and otherwise supporting bicycle track racing, both as an athletic sport as well as a recreational activity, including such related activities as, but not limited to, bicycle safety programs, bicycle swap meets, and youth bicycling programs. The SDVA is granted a use permit by the City of San Diego Park and Recreation Department for the use of the velodrome facility in Balboa Park. The SDVA is responsible for administering, conducting, coordinating, and/or promoting all bicycling recreational and racing activities, including events sanctioned under the provisions of the United Cycling Federation, the United States Olympic Committee, and/or the International Cycling Union (UCI) for the San Diego Velodrome.

Position Summary: The Membership Director works closely with the President to execute the membership strategy and is directly responsible for the management of all data and processes related to membership recruitment and retention. Ensures accuracy of memberships file systems and accounting procedures and coordinates new member introduction. Works closely with the Board of Directors and other specialty Directors.

Responsibilities:

- Develops and spearheads a strategic membership development program designed to increase total membership count and membership dues revenue.
- Manages all membership data, tracking and reporting, including but not limited to:
 - Processing new membership applications and membership renewals
 - Updating and maintaining membership records
 - Preparing monthly membership reports (to include recruitment and retention data)
 - Collecting and analyzing current, new and potential member information
 - Managing all aspects of the database
 - Terminates individual memberships which have expired or if persons have violated terms of membership.
- Oversees, contributes to and executes as needed, the regular print and electronic communications related to membership status, renewal, changes to track usage or access, etc.
- Conducts a tour of the velodrome for prospective members as appropriate.
- Maintains and develop strong relationships with current members to encourage participation in SDVA events and maintain a high level of member satisfaction.

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- Participates in events to ensure member engagement, identify and capture additional opportunities for member recruitment and/or retention.
- Assists in ongoing assessment and enhancement of SDVA member recruitment and retention plans

Coordination Responsibilities (Internal):

- Submits and updates membership content, including online membership forms and payment to the [Communications Director](#) for publication to the SDVA website.
- Submits the monthly membership report to the [Secretary](#) for dissemination and review by the Board of Directors at the monthly meeting.
- Effectively communicates with the [Board of Directors](#) to increase knowledge of membership goals, membership satisfaction, membership retention and activities.
- Liaisons with the [Treasurer](#) to ensure membership dues are received and processed.

Coordination Responsibilities (External):

- Networks with community partners, including other velodromes and cycling clubs in the Southern California region to increase membership.

Primary Qualifications:

- Demonstrates proficiency with database management
- Demonstrates knowledge of database software such as Microsoft Excel

Secondary Qualifications:

- Possesses outstanding human relation skills.
- Presents a professional appearance and demeanor in all exchanges.
- Must have exceptional verbal and written communication skills.
- Must have excellent organizational and time management skills, along with the ability to coordinate details and prioritize the work on a daily and weekly basis.