**Director of Membership**

Organization: Southeast Hydrogen Energy Alliance (SHEA)

Location: Remote / Preferably within our 10-state region

**About Us:**

The Southeast Hydrogen Energy Alliance (SHEA) is dedicated to advancing the hydrogen economy in the Southeast region. Our mission is to create a collaborative environment for industry stakeholders, policymakers, and academia to promote the adoption and integration of hydrogen energy solutions. As a membership-focused organization, we rely on our members to drive our initiatives and sustain our growth.

**Job Overview:**

We are seeking an experienced and dynamic Director of Membership to join our team. The ideal candidate will have a proven track record in sales, membership development, engagement, and retention. This role is crucial to the growth of our organization and to ensuring that our members feel valued and engaged. The Director of Membership will be responsible for developing and executing sales-driven strategies to attract, retain, and engage members, while also fostering a sense of community and belonging.

**Key Responsibilities:**

1. Sales and Membership Strategy Development:
	* Develop and implement a comprehensive sales-driven membership strategy to attract new members and retain existing ones.
	* Analyze membership trends and sales data to identify opportunities for growth and improvement.
	* Set and achieve aggressive membership targets in alignment with organizational goals.
	* Conduct market research to identify and target potential member segments.
2. Sales and Member Engagement:
	* Proactively reach out to potential members through various sales channels, including cold calling, email campaigns, and networking events.
	* Foster strong relationships with members to ensure high levels of satisfaction and engagement.
	* Develop and execute member engagement initiatives, including events, webinars, and networking opportunities.
	* Implement member feedback mechanisms to continuously improve the member experience.
3. Marketing and Communication:
	* Assist in creating and overseeing membership marketing campaigns to promote the value of SHEA membership.
	* Develop and maintain membership communication channels, which could include newsletters, social media, and the website.
	* Collaborate with the marketing team to ensure consistent and effective messaging.
4. Membership Operations:
	* Oversee the membership application and renewal processes.
	* Maintain accurate and up-to-date membership records and databases.
	* Provide regular reports on membership metrics and progress to senior leadership.
5. Partnerships and Collaboration:
	* Identify and develop strategic partnerships to enhance membership value and benefits.
	* Collaborate with other departments to integrate membership goals into organizational initiatives.

**Minimum Qualifications**:

* Bachelor’s degree in Business, Marketing, Communications, or a related field; advanced degree preferred.
* Minimum of 7 years of experience in sales, membership development, member relations, or a similar role.
* Proven track record of successfully growing and retaining membership in a membership-based organization.
* Strong sales, interpersonal, and communication skills, with the ability to build and maintain relationships.
* Experience with membership management software and CRM systems.
* Excellent organizational and analytical skills, with a strategic mindset.
* Ability to work independently and as part of a team in a fast-paced environment.

**Benefits:**

* Competitive salary
* Opportunity to make a significant impact in the growing hydrogen energy sector.
* Collaborative and supportive work environment.
* Professional development opportunities.

**Application Process:**

Interested candidates are invited to submit their resume and cover letter detailing their qualifications and experience to learnmore@seh2.energy. Please include Director of Membership Application - [Your Name]' in the subject line.