

Job Assignment: VP of Membership & Partner Relations
Reports to: President & CEO

Prepared: May 2023

ORGANIZATION: The South Texas Business Partnership (SoTX) is built to be a catalyst for bringing our area's business leaders together as advocates for change and further development of our region.

SoTX serves more than 500 member businesses and organizations from companies of every size and industry in San Antonio and across South Texas. Acting on our mission to stimulate sustained economic prosperity across South Texas through advocacy and collaboration among our partners, SoTX delivers multiple programs and events each year and advocates for a prosperous economy and high quality of life for everyone who lives, works, and visits the region. For more information, visit <http://SouthTexasPartnership.org>

SUMMARY: The South Texas Business Partnership is seeking a dynamic, proactive, hardworking team player as our VP of Membership and Partner Relations. The position is responsible for working collaboratively with the goal to help expand the membership base of the SoTX by attracting new members to the organization and increasing member engagement to increase member retention.

The VP is responsible for working with the internal team and current stakeholders to uncover and identify prospective businesses and strategically work to convert those businesses into SoTX partners. This position is responsible for holding a vast book of business and helping all SoTX team departments with strategies to help uncover new opportunities, securing sponsorships and financial support. Partners of SoTX represent all industries, neighborhoods, and all-size businesses across San Antonio, South Texas, and beyond.

They are charged with working closely with the Programs & Events department to ensure programming represents the interests of the members through relevancy, interesting venues, and topics that will draw participation.

The VP must also work across all departments to create a culture of selling that is felt at every touch point in the community. They will be responsible for developing volunteers for the Ambassador/Tourism Committee and will be responsible for marketing and selling SoTX Partnership and promotional opportunities designed to highlight the common economic interest of our Partners. Special projects will be assigned.

Relationships and Roles

The VP of Membership & Partner Relations reports to the President & CEO.

Education/Experience: bachelor's degree preferred, 3+ proven experience in sales.

Language Skills: Ability to write and communicate at a very high level.

Reasoning Ability: Ability to solve practical problems and deal with variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills: Proficiency with Microsoft Office Suite, Social Media platforms, Database management and Google Workspace.

Physical Environment: Must be able to lift small loads from floor to waist up to 30 pounds.

Essential Behavior Dimensions: Customer Focus, Sales Ability, Persuasiveness, Relationship-Building, Connecting, Communicative, Closing and Obtaining Referrals, Planning and Organization, Adaptability. Must be a self-starter and must be able to work well in and contribute to a team environment.

Customer Focus – Making partners and their needs a primary form of actions; developing and sustaining productive customer relationships.

Key Actions

- Seeks to understand partners; actively seeks information and circumstances, problems, expectations, and needs.
- Builds collaborative and cooperative relationships with partners
- Educates partners; shares information to build their understanding.
- Takes action to quickly meet customer needs and concerns.

Job Specific Activities

- Participates in most Partners membership events, including monthly networking Breakfasts, all signature events, and Speakers series events, etc.
- Responds to Partner needs in a timely and effective manner.
- Seeks to retain members by questioning to understand the needs of investors and overcoming objections; keeps accurate notes in the database.
- Develops new programs and services designed to benefit the membership.
- Assist with the coordination of the development and printing of publications designed to promote member businesses and organizations.
- Consistently strives to understand the needs of the partners and measure the effectiveness of SoTX programs.

Sales Ability and Persuasiveness – Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and partners.

Key Actions

- Questions and probes to understand situation, needs, and potential benefits.
- Establishes strategy to best position products, services, or ideas. Addresses unique needs and preferences of key decision-makers.
- Builds rapport, making favorable impression.

- Demonstrates capability of SoTX programs, services, or ideas showing how they meet needs and provide benefits.
- Gains commitment to move others to action or gain agreement.

Job Specific Activities

- Works to recruit new partners, focusing on the business/organization's needs and how SoTX can help them.
- Develops, communicates, and implements strategy for recruiting new partners South of San Antonio.
- Meets the goals of the President & CEO's Requirements and Compensation Program.
- Promotes other Partners products, including the Signature Events, Advisory Council Membership, advertising at monthly networking events, advertising on the website, advertising on the weekly email blast, advertising in Partners publications, and sponsorships of events.
- Develops an annual membership campaign to build SoTX strength.

Planning and Organization – Establishing courses of action to ensure work is completed efficiently.

Key Actions

- Prioritizes; identifies more critical activities and adjusts priorities when appropriate.
- Determines tasks and resource requirements by breaking them down into tasks and identifying equipment, materials, and people needed.
- Schedules appropriate amounts of time for completing work; avoids scheduling conflicts; develops timelines. Communicates this to team members.
- Leverages resources to complete work efficiently, and coordinate with internal and external partners.
- Communicates work to President & CEO and SoTX team.
- Stays focused, using time effectively.

Job Specific Activities

- Maintains membership and prospect database; updates information as needed.
- Creates charts and lists to clearly define membership status.
- Oversees the Ambassador/Tourism Committee including preparing agendas, keeping minutes and tracking attendance.
- Responsible for achieving revenue goals set forth in the SoTX budget approved by the Board of Directors.
- Reviews membership invoices for accuracy.
- Directs a regular collection of updated member information through the Database/CRM.
- Provides a results-focused monthly written report for the President & CEO and Board of Directors.
- Attends the Partners Executive Committee meetings and the Partners Board meetings to present membership report.
- Collects monies, payments and maintains invoices.

Adaptability – Maintaining effectiveness when experiencing major changes in work tasks or the work environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.

Key Actions

- Seeks to understand changes in work tasks, situations, and environment as well as the logic or basis for change.
- Approaches change or newness positively, treating them as opportunities for learning or growth. Speaks positively about the change to others.
- Adjusts behavior to deal effectively with changes. Readily tries appropriate new approaches and communicates with the SoTX team.

Jobs Specific Activities

- Maintains a positive and professional attitude when dealing with the staff public; communicating with tact.
- Always aware that although our volunteers are “serving” SoTX we must be mindful that they are also our investors.
- Assists other staff members as needed.
- Willing to work additional hours when necessary.
- Other duties as assigned.

OTHER SKILLS and ABILITIES: Entrepreneurial problem solver with high professionalism and the ability to manage priorities to deliver high-quality results. Existing relationships with external and internal SoTX partners are important. Must be able to work occasional flexible hours programs and events. Perseverance and goal-oriented are critical to success. Ability to work well with many personalities.

COMPENSATION: Compensation commensurate with experience.

Please send cover letter, resume and salary expectations via email to info@sotxpartnership.org
SUBJECT LINE: VP Membership & Partner Relations position

ALL APPLICANTS MUST SUBMIT A COVER LETTER WITH RESUME IN ORDER TO BE CONSIDERED.

Thank you for your interest in the South Texas Business Partnership!

Employment-at-Will

The is an “at-will” employer. This means that you or the Partnership are free to end the employment relationship at any time, with or without notice, with or without cause and that your employment is for no specified period of time.