

Job title	Membership Manager
Reports to	CEO

Introduction

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Management Organization for the area's tourism industry. Our goal is to increase overnight visitation, particularly with a focus on encouraging winter and spring visitation, by promoting the destination to high-value(s) visitors. We promote attractions, accommodations, restaurants, events and businesses in the area directly to consumers, while also leveraging international travel trade and media channels.

A major focus of our strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. The triple bottom line approach considers economic (Profit), environmental (Planet) and social (People) factors to develop a more holistic accounting of sustainability.

Job purpose

The Membership Manager is responsible for driving member acquisition, retention, and engagement through effective onboarding, communication, and program delivery. This role manages the full membership lifecycle, oversees initiatives, and coordinates member events and services. They build strong relationships with members and community partners, support marketing alignment, and ensure accurate CRM and reporting systems. With a focus on service, strategy, and operational excellence, the Membership Manager enhances value for members and strengthens organizational impact.

Responsibilities

Membership Retention & Acquisition

- Advance and manage all aspects of the membership process, including inquiries, applications, on and off-boarding, renewals, and database management.
- Administer the Peaks Academy and other membership programs and offerings.
- Ensure member awareness of marketing and business development initiatives, share individual statistics with members.
- Collaborate internally and externally to ensure successful ATIS (Alberta Tourism Information Service) listing onto website.
- Foster and implement strategies for recruitment and renewal initiatives including marketing campaigns and promotional materials.
- Cultivate, organize and manage member events and programs.
- Research and pursue learning and development opportunity requests from membership.

- Communicate effectively with members, addressing queries, needs, and complaints promptly.
- Coordinate with team members to ensure satisfaction and consistency in member communications.
- Prepare and present regular reports on membership statistics and trends.
- Collaborate with the team to improve member services and programs based on member feedback and needs.

Relationship Building

- Create and maintain partnerships with community organizations, businesses, and government agencies.
- Build and implement engagement strategies to shape and maintain relationships with members and key stakeholders.
- Organize and coordinate events to engage members and increase awareness of the organization's goals.
- Collaborate to ensure engagement is integrated into all organizational activities.
- Track and report on engagement metrics to assess the effectiveness of strategies and make necessary adjustments.
- Represent the organization throughout community, at events and meetings.
- Liaise with team members on feedback received from member businesses.

Operations & Administration

- Maintain the CRM to ensure all accounts are kept up to date.
- Research and oversee implementation of new CRM system.
- Oversee the coordination of organizational sponsorships, including team collaboration and budget oversight.
- Generate Standard Operating Procedures for role and projects.
- Provide budget management and oversight for key deliverables.
- Verify payments and subscriptions in conjunction with accounting.
- Other duties as assigned.

Requirements

- Minimum 5 years experience in a supervisor, manager or similar role.
- Tourism, Business, Marketing or Communications Diploma an asset.
- Excellent communication skills with a high emotional intelligence reflecting high interpersonal ability.
- Strong organizational, time and project management skills.
- Exceptional attention to detail.
- Working knowledge of Microsoft Office Suite, SharePoint and Windows.
- Working knowledge of CRM systems, Hubspot an asset.
- Ability to manage relationships with external and internal stakeholders.
- Ability to thrive in a fast-paced, entrepreneurial environment.
- Ability to multitask and prioritize tasks effectively.

Working Conditions

Hours of Work

While the role will primarily be based on regular office hours, Monday through Friday, 8:30 a.m. – 5 p.m., this position may require some after-hours and weekend work to facilitate the needs of the role. Sufficient notice will be provided in these instances, as well as time off in lieu.

Location

Situated amidst the awe-inspiring landscapes of Canmore and Kananaskis, this role isn't just a job; it's an invitation to be an integral part of our vibrant mountain community. We are seeking a candidate who not only possesses the necessary skills but also shares a connection with the Bow Valley. This is an opportunity to contribute to the story of Canmore and Kananaskis while being immersed in the very surroundings that make our destination extraordinary. As such, preference will be given to candidates residing in the Bow Valley region, as we believe that the best contributors are those who live and breathe the mountain lifestyle every day. Join us in shaping the success of one of Canada's most stunning destinations.

Our office is in Canmore, Alberta and this role requires an in-person onsite presence majority of the time.

Diversity, Equity & Inclusion

Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, and national origins. TCK is an equal opportunity employer committed to considering applicants who identify as part of an equity group. We value a wide range of skills, experiences, and backgrounds and encourage all qualified candidates to apply. We are working to eliminate barriers for applicants and team members from equity-seeking groups. If you require accommodations during the application or hiring process, please contact hr@explorecanmore.ca or 1-855-678-1295.

All applicants are asked to apply by sending a resume and cover letter to hr@explorecanmore.ca.