



Director of Member Engagement and Partnerships

Midtown Alliance is a coalition of Atlanta’s top business and civic leaders focused on promoting economic development and enriching the quality of life in Midtown Atlanta.

Since 1978, Midtown Alliance has transformed a 2-square mile area in the heart of Atlanta into a premier destination for commerce, culture, living, education and leisure, attracting billions of dollars of investment, with more than 100,000 new residents and workers and more than 6 million visitors annually.

Guided by a long-range, community-driven master-plan (The Blueprint), Midtown Alliance has spearheaded an urban renaissance that is now a nationally-recognized model of success. Today, Midtown is a vital, vibrant city center inspired by what people and businesses want: a unique urban experience that is at once welcoming, walkable, convenient and attractive.

Midtown Alliance is a non-profit organization funded in part by the Midtown Improvement District, membership dues and public and private grants. The organization implements a variety of programs and initiatives including streetscape and transportation infrastructure projects, urban design, a 24/7 public safety force, daily maintenance and landscaping, transportation alternatives and events.

Midtown Alliance is governed by a 15-person Executive Committee and a 60-person Board of Directors. It operates with a full-time staff of 14 and a 2012 budget of more than \$11 million.

The Position

The **Director of Member Engagement and Partnerships** will be responsible for:

- **The engagement of member businesses, residents and organizations** to advance Midtown Alliance’s mission and programs.
- **Developing and implementing a strategy to meet new member recruitment and retention goals;** and
- **Expanding partnering opportunities, including sponsorships, other revenue-generating efforts.**

This position offers an exciting opportunity to partner with Midtown leadership to achieve the full potential of Midtown Alliance's membership, engagement and partnerships to advance its mission and programs.

A successful candidate will have a thorough understanding of how to successfully build and engage a membership constituency and build effective partnerships. This includes the ability to plan, coordinate and execute events and initiatives with members, sponsors and partners supportive of the work of the organization.

A strong personal commitment to Midtown Alliance's mission and our efforts to build-out one of the best live-work-play experiences in the Southeast will be essential.

Position Responsibilities include:

- Coordinating, managing, tracking and evaluating all member engagement events, activities and communications.
- Developing and implementing a membership and outreach strategy for retention of current members and strong growth of new membership.
- Developing and executing member and community surveys, focus groups and interviews to determine member needs and to enrich the experience of members. Work with Midtown Alliance staff and program directors to develop new programs and services for members as appropriate.
- Developing member and prospect communication materials, including website content, newsletters, welcome kits and other communication vehicles and collaterals in collaboration with the Director of Communications.
- Ensuring meaningful engagement of Midtown members and stakeholders to achieve:
 - "Friendraising" constituency building, building a resource base for volunteers, strategic partnerships and financial support
 - Greater awareness of Midtown Alliance and Midtown Improvement District activities and objectives
- Developing new and creative approaches to earned revenue ventures including cost-sharing partnerships, and other in-kind support of Midtown Alliance programs. Duties may include coordinating with team members on philanthropic collaborations and grant funding to advance specific projects as appropriate.
- Preparing monthly progress reports for management and the board.

Qualifications and Experience

- An energetic, dynamic leader who has a minimum of 7 years of relevant experience with sales and/or membership development and fundraising with demonstrated success. Experience coordinating and implementing successful initiatives and events is a strong plus.
- Excellent written, presentation and communication skills, with a high-attention to detail.
- A confident demeanor and interpersonal skills with the ability to serve as an effective spokesperson to stakeholders programs, projects and impact.
- Demonstrated ability to work effectively with senior leadership, Board members, partners, team members and volunteers, providing strong support and inspiring them to productive action.
- Strong management skills, both strategic and operational; an entrepreneurial spirit and approach to strategy development with the ability to prioritize and multi-task to address a wide variety of considerations.
- Experience with the intersection of non-profit and corporate cultures is a plus.
- Strong researching and prospecting skills and the ability to convert research into action.
- Proven ability for operational efficiency and optimal use of resources and tightly managing a budget.
- Excellent computer skills including experience using a CMS database.
- Bachelor's degree.

The key attributes for this position include:

- A strong belief in the mission of the Midtown Alliance;
- Highly effective communicator;
- Creativity, persuasiveness and focus on outstanding execution;
- Ability to create great working relationships at all levels.

Compensation: A competitive salary commensurate with experience plus full benefits package will be offered.

Contact: Qualified candidates should mail and email a cover letter and resume with salary requirements to:

Director of Member Engagement and Partnerships Search Committee
Midtown Alliance
999 Peachtree Street, 730
Atlanta, GA 30309

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c/o Debra Brown
debra@MidtownAlliance.org.

No phone calls please.