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## MEMBERSHIP MARKETING DIRECTOR

Explore Bike Share seeks a proven sales leader to expand the reach and impact of the forward-focused organization. Reporting to the Executive Director, the Membership Marketing Director will support Explore Bike Share's mission through staff leadership, marketing efforts, outside sales, networking, and referral cultivation that leads to bike share membership conversion and increased revenue. The successful individual will be well-polished, enthusiastic, and have demonstrated success in developing and executing sales and marketing programs, preferably in business, hospitality, or membership-based organizations.

### ESSENTIAL FUNCTIONS

The Membership Marketing Director will be a key team leader who will develop and successfully execute programs, activities, promotions and relationships designed to increase ridership and retain bike share memberships including individual, group, corporate, and subsidized. He/she will represent Explore Bike Share in its relationships with numerous business and community organizations and other external constituencies.

### RESPONSIBILITIES

#### Strategic Direction

- Sets and achieves goals, developing and executing strategies that grow ridership and retain bike share members. Recommends timelines and resources needed for success
- As part of the EBS leadership team, assists the Executive Director and board in budgeting and in developing short and long-range plans, making adjustments within the context of evolving community dynamics and opportunities
- In partnership with EBS' marketing firm, coordinates PR efforts, member communications and news, media events, and marketing materials designed to increase ridership
- Interacts with Chamber of Commerce, Memphis Tourism and other organizations to network and market EBS membership
- Assesses membership categories and pricing to meet the needs of ever-changing market conditions
- Actively supports the priorities and work of the Executive Director and EBS board of directors

#### Sales Leadership

- Relationship building, solicitation & activation through face-to-face meetings and written proposals
- Increases ridership and revenue through membership cultivation, activation, retention and renewal strategies
- Actively seeks community underwriting opportunities to increase memberships in underserved neighborhoods
- Oversees processes for new enrollments and renewals, membership fulfillment, invoicing of partners, and membership surveys
- Maintains and updates the organization's membership database
- Develops and implements procedures for cash payment members through community partners

- Establishes and executes member events or programs to increase affinity towards EBS and membership renewals
- Promotes EBS through community and tabling events
- Prospects for corporate, business and organizational memberships, following up on board referrals, staff leads, press articles, lists, publications, etc.
- Organizes production of membership kits, brochures for sales calls, and direct mail activities
- Researches and executes on membership promotion opportunities and activities related to demographics, market segmentation, etc.
- Tracks and reports on the success and performance of all membership activities and promotions

#### **Team Leadership**

- Gives staff leadership to the Community Engagement Manager, ensuring that membership outreach programs are rooted in equity and access for all Memphians
- Administers tasks related to partner or member acknowledgement and recognition
- Plans networking and professional development opportunities for self and subordinate(s)

#### **QUALIFICATIONS**

The Membership Marketing Director will be thoroughly committed to EBS' mission. All candidates should have proven sales, marketing and staff leadership experience along with a college degree. Specific requirements include:

- 5 or more years of sales, marketing, or other related experience
- Familiarity and connections with businesses, organizations, and neighborhoods within service area
- Unwavering commitment to increasing ridership through active sales and engagement, quality promotions, and data-driven evaluation
- A persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to sales execution
- Ability to work effectively in collaboration with diverse groups of people
- Success at managing a wide array of tasks and projects and an ability to thrive in an ever-changing, fast-paced work environment
- Excellent organization, leadership and planning skills

#### **COMPENSATION**

Competitive salary and benefits, commensurate with qualifications and experience.

**To apply:** Forward cover letter and resume to Explore Bike Share, 61 Keel Ave, Memphis, TN 38107 or via email at [info@explorebikeshare.com](mailto:info@explorebikeshare.com).

Explore Bike Share is an Equal Opportunity employer and does not permit discrimination based on race, ethnicity, color, sex, sexual orientation, gender identity, religion, national origin, ancestry, age, disability, marital status, source of income, familial status, genetic information or domestic or sexual violence victim status.