



Member Experience Strategist

Position Summary

The Member Experience Strategist is a pivotal role that requires a blend of relationship-building and data-driven decision making, ensuring that member engagement is both personal and strategically informed. Focused on driving member growth and enhancing engagement, this role is responsible for elevating the full member experience. Under minimal supervision, the Member Experience Strategist will lead efforts to attract new members, deepen existing relationships, and implement systems that track and elevate member engagement across the board.

This part-time position reports directly to the President & CEO of the O'Fallon-Shiloh Chamber of Commerce and serves as a thought partner in shaping the Chamber's visibility, voice, and value to its members.

Key Responsibilities

Member Experience & Support

- Serve as the main point of contact for members, addressing inquiries, providing information and connecting them with resources.
- Lead onboarding for new members, including welcome materials, orientation and early engagement planning.
- Collaborate with committees such as Member Engagement, Ambassadors, and Health and Wellness and to align programs with member needs and strategic priorities.
- Track and analyze member engagement utilizing ChamberMaster (CRM software) as well as incorporating artificial intelligence to identify opportunities for engagement and retention.

Membership Growth & Retention

- Proactively reach out to potential members and develop strategic outreach efforts including attending local events, networking sessions and community gatherings.
- Build and maintain a pipeline of prospective members with clear follow-up protocols utilizing ChamberMaster software.
- Assist in the retention process by maintaining regular communication with members to ensure satisfaction and addressing past-due or delinquent memberships when needed.

Event Support & Coordination

- Coordinate the planning, promotion and execution of member-focused events, including but not limited to:
 - Business Over Breakfast
 - Coffee Connect & Restaurant Roulette
 - Ribbon Cuttings
 - MAXimize Your Benefits

- Assist with promotion, attendance tracking and day-of support for other events, such as:
 - Annual Golf Tournament, Salute to Business Awards, 8th Grade Career Fair
 - Business After Hours, Educational seminars and learning workshops
- Partner with local businesses, vendors, and sponsors to ensure event success and drive member engagement.
- Gather feedback and maintain event records to inform future planning and engagement strategies.

Systems & Strategic Improvement

- Maintain accurate membership and engagement records within ChamberMaster.
- Prepare scheduled reports and administrative documents on membership growth, churn and participation trends as requested by the President.
- Help build out scalable processes for engagement tracking, membership communications and program delivery.
- Support the Chamber's long-term strategic plan by identifying gaps in member experience and proposing solutions.

Required Skills and Experience

- **Experience:** 1-3 years in a relationship-focused role; experience in relationship- management or engagement strategy preferred.
- **Strategic Thinking:** Ability to balance day-to-day operations with long-term vision and planning.
- **Technical Skills:** Proficiency with standard office software (e.g., Excel, Outlook, project management), comfort and familiarity with artificial intelligence as well as learning ChamberMaster or other CRM software.
- **Outreach & Relationship Building:** Proven ability to establish positive relationships with current and prospective members. Comfortable connecting with business owners, civic leaders and local stakeholders.
- **Communication:** Excellent verbal and written communication skills, with the ability to engage members across multiple platforms.
- **Organizational Skills:** Detail-oriented and efficient in managing multiple tasks within a range of processes.

Additional Requirements

- Professional presence with strong verbal and interpersonal skills.
- Demonstrated ability to manage multiple projects and meet deadlines.
- Flexibility to work under changing priorities and workloads.
- Ability to lift up to 25 pounds.
- Local travel as needed with proof of valid driver's license and insurance.
- Other duties as assigned.

Compensation and Hours

- **Position Type:** Hourly, \$21-23/hour
- **Pay Dates:** 15th and last day of each month.
- **Work Schedule:** Varies; up to 30 hours/week. Occasional evening and weekend hours required.
- **Mileage Reimbursement:** Calculated from the chamber office.

Application deadline: Monday, February 16, 2026

To Apply: submit resume with cover letter and references to director@ofallonchamber.com