



## Membership Development Manager

### Company Description

The National Beer Wholesalers Association (NBWA), founded in 1938, is a national trade association representing more than 3,000 licensed, independent beer distributors serving every state and congressional district in the United States. NBWA advocates for a strong, state-based system of alcohol regulation that supports an orderly marketplace and a transparent, accountable distribution system. The association promotes responsible manufacturing, distribution, sale, and consumption of alcohol to protect consumers and communities. NBWA's mission is to provide leadership that enhances the independent beer distribution industry, advocate before government and the public, and deliver programs and services that benefit its members.

### Role Description

The Membership Development Manager is a full-time, hybrid role based in Alexandria, VA. This role is responsible for driving membership growth and retention by developing and executing outreach strategies, engaging current and prospective members, and identifying new opportunities to expand the association's membership base.

### Responsibilities

- Manage all processing phases of membership enrollment, retention and cancellation, including mailings of membership dues invoices, membership dues processing, new member welcome follow-up, and credit card receipts.
- Work with Senior Vice President, Membership and Meetings to develop and execute membership development strategies.
- Work with brewers, state association executives and other industry allies to develop and execute membership strategies.
- Travel to state, regional and national meetings as requested.
- Develop, execute and coordinate membership programs with involvement by the Secretary and Board of Directors in recruitment and retention.
- Maintain membership statistical and financial records. Provide the Senior Vice President, Membership & Meetings, Officers and Board of Directors with frequent membership statistical and dues revenue reports.
- Coordinate all data entry and alterations of database records and dues revenue, as well as the maintenance of all potential member records and files.
- Coordinate all processing and implementation phases of the *Who's Who in Beer Distributing* membership directory to include oversight of editorial and advertising process.
- Ensure the credibility and integrity of Industry/Distributor data and statistics. Work with suppliers and other industry sources to verify information.
- Enhance services by identifying new staff contacts at member companies.
- Develops and manages the budgets for Membership Development, and the *Who's*

*Who in Beer Distributing directory.*

- Manage the process of requests for membership lists and reports.
- Manage the process of requests for information on Association membership.
- Performs other projects and duties as assigned by the Senior Vice President, Membership and Meetings.
- Work with Senior Vice President of Membership and Meetings to coordinate the activities of the Membership Development Committee.

### **Qualifications**

- Strong membership development and membership growth skills, with experience in building and maintaining member relationships.
- Excellent communication skills, including clear written and verbal communication with diverse stakeholders.
- Proven customer service abilities, with a focus on responsiveness, problem-solving, and member satisfaction.
- Sales-related skills, including outreach, prospecting, and converting leads into long-term members.
- Experience in association, nonprofit, or trade organization environments is beneficial.
- Ability to work effectively in a hybrid setting, manage priorities, and collaborate across teams.
- Strong organizational and data-management skills, including use of CRM or membership databases.
- Bachelor's degree in business, communications, marketing, or a related field, or equivalent relevant experience.
- Maintain contact with association membership, Secretary, Board of Directors, Membership Development Committee and allied industry contacts.

### **Requirements**

- Bachelor's degree from an accredited college or university
- Minimum of two years of experience in association membership development

### **Internal Relations:**

This role reports to the Senior Vice President of Membership and Meetings.