

# LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

Open Position / Accepting Candidates for Consideration

## **Manager, Strategic Relations**

Posted August 2016

Interfaces with all levels of LAEDC personnel, Executive Committee, Board of Governors, LAEDC member firms and larger external business community. Oversees the overall design, development, and communication of membership campaigns designed to solicit new members in various industries. Contributes to research and planning activities that ensure organizational excellence by performing the following duties:

### **Duties**

- Achieve the goals and objectives established for membership growth by achieving new membership revenues, developing member retention strategies and ensuring member integration with the LAEDC strategic priorities platform. Responsible for creating and executing innovative membership solicitation campaigns to attract new companies, reinstate past members, and upgrade current support.
- With Vice President of Strategic Relations, responsible for Sponsorship asks. Achieve the revenue goals established for each event.
- Develop and cultivate non-member companies to serve as event sponsors
- Responsible for engaging members in LAEDC programs, including participation with industry cluster councils, member events, networking activities and special events
- Manage the functioning of the LAEDC membership database to ensure effective operation, including timely and accurate record keeping on member relationships, reporting and CRM communications log
- In collaboration with the Marketing Director, establish consistent time line for effective communication with membership at large.
- Provide strategy and implementation of the membership renewal schedule with particular focus on the renewal invoicing methodology and communication
- Manage and implement special projects and programs with a focus on increasing operational efficiencies
- Participate with the development of new programming and assist in securing speakers. Knowledge of regional and local business/political news is essential for program delivery.
- Attend and assist with all on-site event execution as part of the Strategic Relations department
- Interface and develop solid relationships with members, colleagues, donors, and vendors

### **Required Experience:**

Bachelor of Arts and minimum of 5 years in a membership or sales capacity is required.

Please send your cover letter and resume to [Elsa Flores](#), Vice President, Strategic Relations, [Los Angeles County Economic Development Corporation](#)

Email: [Elsa.Flores@LAEDC.org](mailto:Elsa.Flores@LAEDC.org)