

COLORADO TECHNOLOGY ASSOCIATION

MEMBERSHIP SALES MANAGER

Location: Denver Metro Area

Full-Time | Hybrid (Tuesdays & Thursdays in-office)

Accepting Applications: November 19 – December 19th

SUMMARY

The Colorado Technology Association (CTA) Membership Sales Manager serves as the organization's primary driver of new business development and lead membership salesperson. This role is focused on proactively generating new membership revenue through strategic outreach, relationship building, and disciplined pipeline management. In addition to recruiting new members, the position engages existing members to ensure they understand the value of CTA, stay connected to the organization, and renew their membership annually.

As a front-facing and highly visible representative of CTA, the Membership Sales Manager must be an effective communicator, strong relationship builder, and reliable self-starter who manages their time well and consistently meets membership growth objectives. This position reports to the Vice President of Corporate Engagement.

PRIMARY RESPONSIBILITIES

1. **New Membership Sales:**

- Primarily responsible for the recruitment of new members at a rate consistent with annual goals and objectives set forth by CTA leadership.
- Build and maintain a robust and qualified pipeline of new member prospects through consistent outreach, lead generation, and follow-up activity.
- Attend community-based events regularly for the purpose of networking and gaining membership leads
- Sell CTA memberships using proven sales strategies and a defined plan of action for prospecting, follow-up and closing.
- Maintain fee structure integrity, value of services and products with new member outreach and sales.
- Document all contacts with prospective members in GrowthZone - CTA's membership database.
- Perform onboarding process for new member companies, capturing member information and training them on how to maximize the value of membership.
- Work closely with the CTA Membership Committee on targeted prospecting, referrals and membership attraction campaigns.
- Meet monthly new-member activity expectations, including outreach volume, meetings booked, and maintaining a minimum qualified pipeline.

2. Membership Renewals:

- Drive membership renewals at a rate consistent with annual goals and objectives set forth by CTA leadership.
- Establish and manage a recurring schedule of tasks to work with members to renew membership through face-to-face/Zoom meetings, email, phone calls, and digital outreach.
- Pay special attention to targeted accounts on a recurring monthly outreach schedule.
- Conduct CTA 101 refresher trainings for existing members to ensure they understand benefits, engagement opportunities, and how to maximize their membership.
- Develops and implements strategies for member retention in cooperation with the Vice President of Corporate Engagement and the President/CEO.
- Monitors past due memberships; coordinates an outreach plan for collecting delinquent membership dues and involves staff as appropriate.
- Creates the bi-monthly membership report for staff, committees, Board of Directors meetings, etc.
- Identifies opportunities for membership upgrades or expanded engagement during renewal conversations.

SECONDARY RESPONSIBILITIES

- **Sponsorships:** Identify new sponsors from the membership base and refer to the Vice President of Corporate Engagement to secure new sponsors.
- **Event Support:** Supports the registration desk for CTA events, greeting attendees, handing out name badges, etc.
- **Cross-Functional Collaboration:** Work closely with marketing and events to deliver a comprehensive CTA value proposition
- **Additional Duties as assigned by management:** Ad hoc membership, event, marketing projects as they arise.

WHAT YOU'RE GOOD AT

- Prospecting & closing
- Interacting with all types of people
- Communicating value of the CTA membership (storytelling)
- Collaborating with a small (but mighty) team – we help each other out and make the organization work through collaboration
- Communicating in a very professional and polished manner on the phone and via email
- Managing the business through CTA's CRM system ensuring all contact is recorded
- Using office technology tools (e.g. Microsoft Office, G Suite)
- Thinking on your feet and creatively solving problems
- Self-management with organized work plans

- Follow up and keeping commitments
- Having fun!

EXTRA AWESOME

- You find going out of your way to help people gratifying
- You're not afraid of technology, and, in fact, you're quite good at it
- You have a passion for learning new things
- You are committed to continuous improvement

WHAT WE OFFER

- Exciting work centered around a thriving and growing CO tech community
- Hybrid work flexibility (in-office Tuesdays and Thursdays) and a casual, tech-friendly culture
- An environment that encourages new ideas and creativity
- Comprehensive health insurance benefits providing health, dental and vision insurance.
- 401K opportunity with employer matching
- Generous paid time off (PTO) policy + nine paid holidays and the week off between Christmas and New Year's Day
- Additional benefits include a fitness stipend, a cell phone stipend, and a tech casual dress code

REQUIRED SKILLS, EDUCATION & EXPERIENCE:

- 3+ years of direct sales experience with a track record of success
- Proficiency with Google Office Suite & CRM interface
- Excellent written & verbal communication skills
- You have the passion and desire to engage with companies and individuals in an exciting and growing industry.

COMPENSATION:

Base salary: \$60,000–\$65,000

Commission target: Approximately \$30,000, with no cap on commission

Estimated total compensation range: \$90,000–\$95,000+, depending on performance

HOW TO APPLY

Send your resume, cover letter and references to jobs@coloradotechnology.org.

We appreciate your interest and will be in touch with candidates selected for interviews. We kindly ask that you refrain from calling.

ABOUT US

Colorado Technology Association (CTA) is a 501c(6) nonprofit organization representing 400+ member companies. We advance the tech ecosystem by establishing a diverse talent pipeline,

advocating for modernized policy, partnering on initiatives that foster growth and creating meaningful connections throughout our community. We serve our members by offering a forum for business development, career advancement, civic engagement and access to influential thought leaders. Learn more at www.coloradotechnology.org.

EQUITY STATEMENT:

We are an equal opportunity employer and do not discriminate either directly or indirectly against employees or potential employees on the basis of race, color, religion, sex, sexual preference/orientation, citizenship, marital status, veteran status, national origin, age, or disability, or against any other group protected by applicable laws and regulations.