



Job Title: Membership Account Manager

Reports To: VP, Member & Visitor Services

About Visit Alexandria

Visit Alexandria is Alexandria's not-for-profit destination marketing organization (DMO), promoting Alexandria, Virginia, as a premier destination for tourism and meetings. Our purpose is simple but powerful: *We showcase Alexandria to the world by highlighting its character, culture and creativity, which attracts visitors who strengthen our economy and community.*

At the heart of our culture are our organizational values—**Teamwork, Strategy, Creativity, Inclusion, and Joy**—which guide how we collaborate, serve our community, and welcome the world. These values shape not only how we promote Alexandria but also how we show up for our members, visitors, and one another.

Recognized by *Travel + Leisure* as a [Top 5 Best City in the U.S. 2025](#) and voted a *Condé Nast Traveler* [Top 3 Best Small City in the U.S. 2025](#), Alexandria is a welcoming escape on the Potomac River, minutes from Washington, D.C. Founded in 1749 and boasting the nation's third oldest historic district, Alexandria hums with a cosmopolitan feel. Stroll Old Town Alexandria's King Street mile to find more than 200 independent restaurants and boutiques plus intimate historic museums and new happenings at the waterfront. Explore vibrant neighborhoods beyond Old Town, trace George Washington and the Founding Fathers' footsteps and follow the stories of Black Americans who shaped the history of Alexandria and the United States.

Position Summary`

The Membership Account Manager is a tenacious, results-driven, relationship-focused role dedicated to growing, retaining, and engaging Visit Alexandria's membership base. Reporting to the Vice President of Member & Visitor Services, this position serves as a key ambassador to Alexandria's business community—proactively cultivating relationships, driving new member acquisition, and strengthening value for existing members within the context of Visit Alexandria's body of work.

This role is expected to be highly visible in the community, requiring regular in-person visits, proactive outreach, and confident articulation of Visit Alexandria's purpose, benefits, and programs. The Membership Account Manager is responsible for identifying opportunities, listening to member feedback, and translating insights into meaningful engagement strategies and programs that drive participation, satisfaction, and long-term retention.

Success in this role is measured by membership growth, retention, engagement, and the strength of relationships built across all of Alexandria's neighborhoods.



Key Responsibilities & Essential Duties

- Membership recruitment & sales - Proactively prospect, recruit, and onboard new member businesses across all Alexandria neighborhoods through consistent outbound activity, including in-person visits, calls, emails, and community networking.
- Respond to and qualify inbound membership inquiries, converting prospects into active members through timely follow-up and clear benefit articulation.
- Create and implement a broad member recruitment and sales strategy as part of department revenue goals.
- Collaborate with peers in Marketing to concept, write, and produce sales materials as needed (sell sheets, handouts, flyers, webpages, and presentations), ensuring that Visit Alexandria's recruitment materials and tools are always up-to-date and accurate.
- Clearly articulate Visit Alexandria's purpose, including how our destination promotion efforts support their business.
- Drive non-dues revenue by selling web advertising, co-ops, sponsorships, and other such opportunities to members and partners, including outreach, negotiation, reporting, and collection.
- Liaise with Visitor Guide team to help guide their sales efforts.
- Retention – Develop strategies to retain existing members based on intel gained through ongoing member engagement, member surveys, and industry trends.
- Value proposition – clearly articulate the benefits of Visit Alexandria membership through member educational seminars, member newsletters, networking events, and in-person visits
- Serve as a key conduit into Visit Alexandria for our members, building trust, maintaining regular contact, and connecting members to internal people and resources that help them realize the full potential of their membership.
- Liaise with Visit Alexandria peers to share membership information - ensuring internal teams are provided ideas about members to include in their work; and conversely that internal teams are providing ideas about what businesses might benefit from membership in Visit Alexandria.
- Maintain a visible presence in Alexandria's business community through regular visits and engagement at relevant events.
- Collect and analyze member feedback to identify trends, opportunities, and areas for improvement; collaborate internally to act on insights.
- Enlist and manage member participation in Visit Alexandria programs including campaigns, promotions, and events.
- Support onboarding and orientation of new members, including benefits, CRM listings, website tools, and promotional opportunities.
- Maintain accurate and up-to-date membership records within the CRM system throughout the entire membership lifecycle.
- Support the Vice President of Member and Visitor Services in logistics of member programming and promotions including major annual events, member orientations, member educational sessions, Restaurant Week, holiday promotions and more.
- Assist with other projects as assigned.



Qualifications

- 3-5 years of related experience in with a professional background of association/membership-based position, including sales, customer service, or hospitality roles.
- Strong communication and relationship management skills with a professional and service-oriented approach.
- Ability to establish and maintain effective business relationships.
- Ability to present to and connect with diverse audiences.
- Ability to write persuasive proposals, reports, and business correspondence.
- Passion for utilizing technology and business systems to improve processes and increase work efficiency.
- Possess attention to detail, ability to foresee needs and resolve obstacles.
- Motivated self-starter who can work independently, as part of a team, and cross-departmentally.
- Highly organized and detail-oriented, able to manage multiple priorities efficiently.
- Comfortable conducting outreach calls and in person visits.
- Familiarity with CRM systems (Simpleview preferred) and Microsoft Office Suite
- Passion for Alexandria's tourism and hospitality industry, including its businesses, attractions, and neighborhoods.

Compensation and Work Environment

- Salary \$79,000 plus commission
- Full insurance package including health, dental, vision and disability
- 401(k) match up to 12% after one year
 - 12 days paid vacation in year one, increasing to 17 days in Years Two to Five, and 22 days in years six and beyond
- 16 paid holidays
- Up to 12 days of paid sick leave per year
- Paid parental leave
- Paid parking or equivalent Metro public transit benefit
- Office is Metro accessible (King St-Old Town)
- Monthly reimbursement toward mobile phone bill
- Modern office facilities with access to adjacent co-working space, bike room, shower, game room and roof deck
- Hybrid work model, with in-office work expected on Tuesdays, Wednesdays and Thursdays, and remote most Mondays and Fridays.

We welcome all to apply and are committed to hiring, developing, promoting, and retaining diverse talent. We are equally committed to providing an inclusive and accessible hiring process and workplace experience. Reasonable accommodation is available for individuals with disabilities at any stage of the application or employment process.

Our culture is collaborative, celebratory, innovative, inclusive, and accountable. We work hard, but



there is genuine respect for work-life balance, health, family, service, and flexibility.

To Apply – please send resume and Cover Letter to apply@visitalexva.com with the subject line **Membership Account Manager**