

WTCA Title: **NORTH AMERICA MEMBERSHIP DEVELOPMENT LEAD (U.S./CANADA)**  
Type: Independent Contractor  
Department: Member Services  
Reports to: Executive Director-Member Services  
Office/Remote: Remote

### **Position Summary**

The North America (NA) Membership Development Lead is an independent contractor role on the WTCA Member Services (MS) team. Reporting to the Executive Director-Member Services, and working closely with the MS team, this role helps to advance the mission of the WTCA by coordinating membership activities within the U.S. and Canada. The individual supports the WTCA's local and global strategic plans to grow and engage the region and expand the Association's regional impact while promoting the WTCA brand.

This is an excellent opportunity for a self-starter and detail-oriented individual seeking experience with a global organization and supportive membership base.

### **Essential Duties and Responsibilities**

- **Relationship Management and Member Engagement**
  - Through in-person visits, phone calls, and virtual meetings, develop relationships with WTCA members/licensees to hear success stories, challenges, and concerns
  - Provide support to each member in the region, acting as the "Service Point" to provide information on the WTCA and its programs and services
  - Work with the Member Services team to ensure high levels of engagement through promotion and support of the WTCA's roster of events, programs, tools, and resources, including the WTCA Accreditation program and WTCA's digital toolkit
  - Meet with the Member Services team on a consistent basis to discuss membership activities, concerns, and opportunities
- **Regional Specialization**
  - Support the strong network of commerce, trade and real estate relationships through network and partner connections
  - Work with an advisory group of members (known as the North American Regional Advisory Council/NA-RAC) to strengthen the region through development of region-specific programs, events, and resources
  - Work with the Member Services team and NA-RAC to establish, plan, and meet annual regional goals
  - With support of the Engagement Manager and NA-RAC, plan and execute an annual regional event designed to engage existing members and attract new members and partners
  - Work with the Senior Communications Manager to identify PR opportunities for the region
- **General & Administrative Duties**
  - Maintain up-to-date member information in CRM system (SugarCRM)
  - Report unresolved compliance issues to the ED-MS and Legal Department
  - Work with the Accounting Department to follow-up on annual member dues

### **Skills and Experience**

- Undergraduate degree or 5+ years relevant work experience
- Experience in international trade development or association membership engagement
- Excellent written, verbal, and interpersonal communication skills
- Proficient in English; French and/or Spanish language skills a plus
- Flexible and highly organized, with a proven ability to multi-task and dependable follow-up and attention to detail
- Able to work independently to meet business goals
- Proficiency with Microsoft Office applications (particularly Outlook, Excel, Word, PowerPoint)
- Understanding of and commitment to the mission and goals of the team and organization
- Able to work effectively with a diverse team and association membership

### **Why is this role exciting?**

- Work with a global team to grow a unique network of interconnected businesses
- Travel to member cities across the U.S. and Canada
- Lead the development of regional programs to further connect members and promote the WTCA brand

**Salary Range:** The estimated salary range for this role is \$70,000-\$80,000 and will be determined by a number of factors, such as qualifications, unique skills, credentials, and experience that is expected to impact the candidate's contribution to the role.

### **Travel and Office Requirements**

- This is an independent contractor position; remote work is required
- Occasional travel within the U.S. and Canada is required for this position

### **About the WTCA**

As the licensor of the world-famous World Trade Center brand, the World Trade Centers Association (WTCA) is an international association and a vibrant membership community with a mission to promote and facilitate trade and investment opportunities on a global scale. Through our more than 300 Members who have state-of-the-art World Trade Center-branded facilities or operations in cities across nearly 100 countries, our Association serves as a true business ecosystem of economic activity, and provides an environment of trust and credibility. The WTCA is an effective global network comprised of an ecosystem of conference & exhibition centers, economic development agencies, real estate developers, universities, logistical hubs, airports, free zones and more. For more information, visit [www.wtca.org](http://www.wtca.org).

**Please forward your resume and salary requirement range to [ipaulino@wtca.org](mailto:ipaulino@wtca.org), and reference the job title in the subject line. Resumes without a salary range will not be considered.**

The WTCA is an equal opportunity employer. All qualified applicants are considered for positions without regard to race, color, religion, sex, national origin, age, physical or mental disability, genetic information, veteran or uniformed service member status, or any other category protected by applicable federal, state, or local laws.