



Job Title: Director of Membership & Visitor Services

Reports To: SVP, Operations & Finance

About Visit Alexandria

Visit Alexandria is Alexandria's not-for-profit destination marketing and management 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 Director of Membership & Visitor Services is a department leader responsible for driving Visit Alexandria's private revenue generation, including our membership program and visitor experience operations. The Director is an entrepreneurial self-starter who owns the strategic direction, growth, and long-term value of the membership program while ensuring Alexandria's Visitor Center delivers a best-in-class hospitality experience aligned with the city's brand and economic goals. This role is expected to be highly visible and connected in the community, serving as a key Visit Alexandria leader in the community who facilitates and inspires strong connections between Alexandria's business community and Visit Alexandria's program of work.

Working in close partnership with the SVP of Operations & Finance, and as a member of Visit Alexandria's leadership team, the Director develops and executes departmental strategies, establishes measurable goals, and drives performance across membership development, member engagement, events design, pricing strategy, sponsorship opportunities, and visitor experience growth and innovation. This role

collaborates closely with peers in Marketing & Communications, Destination Sales, and Operations to translate strategy into execution and measurable outcomes.

The Director leads a team that includes a Membership Account Manager, Visitor Services Manager, and hourly visitor services staff, fostering a culture of creativity, performance, reporting, accountability, hospitality excellence, and continuous improvement.

Key Responsibilities & Essential Duties

Membership Revenue & Growth Strategy

- Own private revenue growth, including but not limited to: member renewals, new member acquisition, event revenues, sponsorships, co-ops, web advertising, visitor guide advertising, and visitor center revenues.
- Provide strategic direction, goals, and performance framework for the Membership Account Manager, including setting clear growth and retention targets.
- Research, design and implement tiered membership structures, pricing models, and benefit packages that align with business size, sector, and value received.
- Identify, develop, and launch new revenue streams, including sponsorship opportunities, premium placements, new tourism products, co-branded programs, and paid educational offerings, in partnership with organizational peers.
- Establish measurable KPIs, coaching cadence, and accountability structure to ensure consistent membership growth, strong retention, and high-quality member relationships.

Member Services:

- Develop, execute and refine a membership strategy that aligns with Visit Alexandria's strategic plan, operating plan, budget, and related private revenue goals.
- Serve as the organizational owner of the membership value proposition based on Visit Alexandria's program of work, ensuring it is clearly defined, consistently communicated, and continuously enhanced.
- Facilitate member feedback back to Visit Alexandria to further improve organizational effectiveness and member satisfaction.
- Cultivate and sustain strong relationships with business and community partners across sectors.
- Lead strategy and development of member engagement, development and networking events, including orientations, educational programming, networking opportunities, and signature annual events.
 - Lead and execute all member-facing events including procuring venues, designing programming, creating sponsorship opportunities, and overseeing logistics and post-event evaluations.
- Analyze member feedback and trends to inform service and program enhancements.
- Ensure CRM is used as a centralized database that provides a 360-degree view of every member and prospective member, from initial engagement to their latest interaction.

- Partner with Manager, Digital Marketing and CRM, to optimize membership value and reporting, leveraging information from all functional areas of the organization.
- Lead construction and dissemination of annual member survey, in partnership with VP, Marketing and Research, to gain valuable insights from member feedback. Use survey findings to implement actionable priorities with peers across the organization.
- As part of Visit Alexandria's Five-Year Strategic Plan, this position is also responsible for the development of two new initiatives that live in this department:
 - Creation of frontline hospitality training program
 - Creation of immersive visitor experiences

Visitor Services Oversight

- Develop and implement the strategic direction for the Alexandria Visitor Center as a hospitality-driven touchpoint that actively connects visitors to Alexandria's businesses, neighborhoods, culture, and community experiences.
- Work with the Visitor Center Manager on the development of seasonal activations, merchandising strategies, and promotions that align with citywide events, campaigns, and regional tourism trends.
- Work with the Visitor Center Manager to ensure they create mutually beneficial engagement strategies, tying together member needs with visitor center opportunities – both current and visioned.
- Provide oversight and accountability for the Visitor Services Manager's management of daily operations, staff training, scheduling, and visitor experience delivery.
- Ensure the Visitor Center reflects Alexandria's brand and hospitality values—welcoming, inclusive, informative, and representative of the city's brand.
- Monitor performance metrics such as ticket sales, visitor inquiries, and guide distribution, using results to guide strategic improvements.
- Support the Visitor Services Manager in developing community and member partnerships to enhance the visitor experience, drive hospitality standards and promote our members.
- Collaborate with peers on the production, accuracy and sales strategy of the Annual Official Visitors Guide and other member-facing materials.

Team Leadership & Management

- Directly supervise the Membership Account Manager and the Visitor Services Manager, ensuring alignment with organizational and departmental goals and strategies.
- Provide oversight, accountability and growth for both managers, supporting their leadership and professional development.
- Facilitate clear communication, collaboration, and alignment between membership services and visitor services teams, as well as with organizational peers.
- Lead performance evaluations, set measurable goals, and provide mentorship and accountability for direct reports and their teams.

- Act as the voice of members and visitors in leadership discussions, ensuring that stakeholder needs inform decision-making.
- Serve as a member of the leadership team, contributing subject-matter expertise to organizational strategy, annual planning, and long-term vision.
- Partner with Marketing & Communications, and Destination Sales teams to ensure seamless integration of member initiatives, promotional opportunities, and visitor experience campaigns.

Financial & Administrative Responsibilities

- Support the senior leadership team in development of the Annual Visit Alexandria operating plan and budget.
- Ongoing management of Member and Visitor Services budgets, including budgeting, forecasting, monitoring, and reporting, to ensure accurate tracking of revenues and expenditures.
- Support invoice processing, vendor payments, and event-related expenses in coordination with accounting.
- Generate and present reports to board of governors via monthly reports and special initiatives and projects.

Qualifications

- 3-5 years of progressively responsible experience in membership, association management, business development, hospitality, visitor services, sales, or a related field, including demonstrated experience leading teams and managing revenue-generating programs.
- Three or more years of direct people-management experience, including goal setting, coaching, performance management, and professional development.
- Experience with event design, including content development, costing, revenue generation and creative execution.
- Strong communication and relationship management skills with a professional and service-oriented approach.
- Ability to establish, grow 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 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.
- Demonstrated proficiency using CRM system to manage member and prospect relationships, track engagement throughout the relationship lifecycle, and produce actionable performance reporting; Simpleview/Granicus experience preferred.
- Passion for Alexandria tourism and hospitality landscape, including its businesses, attractions, and neighborhoods.

Compensation and Work Environment

- Salary \$115,000 per year- plus bonus of 10% based on performance against goals
- 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)
- \$50 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.