



JOB TITLE: Membership Associate

STATUS: Term/Renewable

REPORTS TO: Chief Operating Officer

EFFECTIVE DATE: January 2019

POSITION SUMMARY (Short summary of the essential purpose of the job)

In support of the mission of the Center for Nonprofit Advancement, the Member Associate supports the Center's Nonprofit Members as well as its Industry Experts. This role will be responsible for recruitment as well as retention.

The Membership Associate assists the Center's efforts to be creative and grow the organization's profile to attract new members, while increasing the effectiveness of the Center's overall efforts relative to external affairs.

ORGANIZATIONAL DESCRIPTION (Supports position's relevance to broad organizational mission)

The Center for Nonprofit Advancement creates better communities by strengthening the capacity of nonprofit organizations throughout Greater Washington, DC. The Center supports more than 13,000 nonprofits in the region and directly partners with nearly 400 organizations (our members). The Center helps area nonprofits achieve their missions through training and technical assistance programs, networking, advocacy and group buying power.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Duties that occupy a major portion of time and importance in the job)

Membership Development and Retention - Nonprofit (50% time)

- Prepare, implement and evaluate a comprehensive annual strategic membership plan that includes strategies and actions for retaining and increasing membership of nonprofit organizations in the Washington metropolitan area.
- Collect data necessary to understand member needs and effectiveness of the Center's member benefits. Data collection includes an annual survey of members and analysis of results with a view to improving the benefits received by the members; share the information gathered and its analysis with the board, staff and members.
- Identify evolving member needs.
- Develop a system to calculate the rate of return on membership and keep information current for appropriate dissemination.

- Build and maintain connections with members in order to build loyalty and connection to the Center.
- Attend key member functions/events and find opportunities to network and/or make presentations on the benefits of a Center membership.

Membership Development and Retention – Industry Experts (15% time)

- Prepare, implement and evaluate a comprehensive annual strategic membership plan that includes strategies and actions for retaining and increasing membership of Industry Experts.
- Collect data necessary to understand member needs and effectiveness of the Center’s member benefits. Data collection includes an annual survey of Industry Experts and analysis of results with a view to improving the benefits received by the members; share the information gathered and its analysis with the board, staff and members.
- Develop a system to calculate the rate of return on membership and keep information current for appropriate dissemination.
- Build and maintain connections with members in order to build loyalty and connection to the Center.
- Attend key member functions/events and find opportunities to network and/or make presentations on the benefits of a Center membership.

Systems and Database Management (20% time)

- Manage and improve internal membership database system; oversee its maintenance.
- Manage an effective dues collection system
- Prepare periodic reports on nonprofit membership, industry experts and education to show retention trends and issues.
- Manage all member profile updates.
- Assists Communications staff in selecting relevant lists for targeted promotions
- Input and track all interactions of member organizations/staff with Center events, classes, etc.

General (15% of time)

- Assists with office management duties including office supply account, printer machines, postage machine and kitchen needs.
- Supports the management of office sub-tenant relationship, including conference room rental bookings.
- Other duties as assigned to ensure the success of the Center.

QUALIFICATIONS, KNOWLEDGE & SKILL REQUIRED (Minimum education and experience needed to perform the job adequately)

Education, Certification, Years’ Experience:

- Bachelor’s degree in marketing, association management or other relevant discipline and at least 1-years professional experience with an association or nonprofit required
- Experience in working with a membership organization to include demonstrated proficiency with and experience implementing membership recruitment and retention initiatives

- Knowledge of the Greater Washington area nonprofit sector

Knowledge, Skills and Abilities:

- Ability to work in SalesForce required
- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Excellent interpersonal communications and presentation skills; customer service orientation; ability to function effectively as a member of a team or leader as evolving circumstances dictate. Ability to work effectively with a wide range of constituents in a diverse community
- Ability to manage multiple tasks and/or projects simultaneously; ability to maintain composure under pressure. High degree of attention to detail; commitment to excellence in all aspects of work.
- Ability to maintain confidentiality of records and information.
- Strong computers skills including Microsoft Office Suite; word processing, spreadsheets and database management.

The staff of the Center will be expected to serve as ambassadors for the Center's mission and goals among professionals in the nonprofit community by promoting the Center and increasing the visibility of the Center's programs and services as appropriate. All staff of the Center for Nonprofit Advancement will be expected to be team players and clear and effective communicators who demonstrate positive attitudes, strong work ethics, teamwork and collaboration, respect for diversity and inclusion as well as innovation and creativity in all of their efforts. The staff will participate actively in the development of strategic goals for the Center and take full responsibility for monitoring and implementing the goals and objectives outlined in the Center's Strategic Outcomes and Operational Plans.

ADA SPECIFICATIONS (Physical demands that must be met in order to successfully complete the essential functions of the job)

- Requires the ability to speak, hear, see and use computer and other office related equipment.
- Also requires the ability to stand, sit, stoop, and lift up to 15 lbs.
- This position requires the ability to travel periodically throughout the region.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

HOW TO APPLY:

Email a cover letter (REQUIRED) and resume (in Word or PDF format) to taylor@nonprofitadvancement.org

DEADLINE to submit: **5:00pm on Monday, February 11, 2019**