



Job Title:	Membership and Marketing Manager	Job Category:	Non-Exempt
Location:	3765 S. Higuera, Suite 140 San Luis Obispo, CA 93401	Education:	Bachelor's Degree
Salary Range:	\$18-\$20/hr.	Hours:	Minimum 32 hr./weekly
HR Contact:	Consuelo Meux, Ph.D., CEO 805-547-2244	Date posted:	December 12, 2018

Organization website: www.spokesfornonprofits.org

Letters and Resumes Accepted By:

E-mail: ceo@spokesfornonprofits.org	Mail: 3765 South Higuera St., Suite 140 San Luis Obispo, CA 93401
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Job Description

Description of the Organization: Spokes, a 501 (C) 3 membership organization is the nonprofit support center for the Central Coast. Our mission is to guide nonprofits to achieve their goals through support and expert resources.

Position Description: The Marketing and Membership manager will develop and advance Spokes' mission and vision through membership acquisition and retention and coordinate all marketing operations. Primary duties include managing and driving the Membership Program from "top-to-bottom", continually evaluating our programs to recommend and implement improvements for impact, efficiency, and retention of members. The position will promote the visibility of Spokes through a strategic marketing program using contemporary trends and channels to drive membership, visibility, and donor revenues. Prepare reports on membership and marketing analytics and effectiveness of membership and marketing campaigns for CEO/Board of Directors.

Membership Tasks:

- Manage and implement long and short-term membership recruitment and retention plans, benchmarks, and budgets. Drive membership sales and renewals to meet board-defined annual revenue goals. Process member applications, maintain membership data base (NEON), and respond to membership requests and inquiries. Assure all membership fees are collected and accounted for in membership database.
- Provide outstanding customer service to current, new, and potential members; regularly communicates with members and responds to needs and inquiries, promotes MyBoardPacket Program to new and current members.
- Research potential members and maintain prospect list, determine markets to be canvassed for qualified individuals, follow-up on member referrals, other leads, newspaper articles, lists, publications, etc.
- Conduct member research, analyze and report results, and identify trends and opportunities to increase membership and use of benefits, programs and services. Identify and act on membership leads through electronic and in-person communications. Organize member events and outreach projects. Suggest and design new benefits, revision of current benefits, etc. as indicated.
- Oversee new member onboarding, build relationships and engage new members with benefits, monitor benefit usage. Develop and deliver new member packets. Maintain communications with members to promote retention.

- Conduct sales presentations to prospective member organizations/boards and community groups to increase visibility and memberships. Represent Spokes at community functions, as needed.
- Work with Spokes team to inform about member needs to help guide services and training. Prepare reports on membership status and overall performance of all membership activities.
- Maintain prospect list and member profile on database, provide regular reports on membership including updates, new members, and lapsed members.
- Promote new members on website, newsletter, and other marketing outlets. Engage active members to make personal referrals and to assist with recruitment efforts.
- Follow up on lapsed members to promote renewals; document lapsed members in database, develop reports and special projects as applicable to support membership retention.
- Assess the need for and make recommendations regarding membership classifications to help ensure ever-changing markets needs are met.
- Develop and adhere to a departmental budget and take corrective action as necessary to help assure that budget goals are attained.
- Responsible for maintaining confidentiality of all member information.
- Completes other appropriate assignments as required for membership.
- Perform other duties as assigned.

Marketing Tasks:

- Successfully promote Spokes through various marketing channels (email, events, public outreach, social media, external communications, media relations) to drive membership and donor revenues.
- Develop marketing strategy to successfully promote overall image, reputation, and visibility of Spokes. Create and implement annual marketing plan and promotional calendar, develop and manage external communications to create awareness using Board approved branding. Produce and distribute Spokes marketing materials (membership brochures, flyers, event invitations, event promotions, bi-weekly e-newsletter, etc.).
- Generate content for Spokes bi-weekly newsletters. Produce, publish newsletter. Feature members, donors and Spokes activities. Maintain a diverse social media presence, coordinate promotional campaigns with local media, write and distribute press releases, feature stories, web content/blog article.
- Generate member testimonials, maintain website listing of member events, and highlight member activities.
- Assist with design and timely publishing and distribution of annual report. Produce design/graphics or work with design manager and/or external graphic designers in the production of membership and event-related materials.
- Assist with website redesign, consistently review and update website and social media content.
- Develop member and donor recognitions (eblasts, social media, events, annual meeting, etc.).
- Assist with organization events to achieve participation, engagement, and revenue goals. Represent Spokes at community events as needed, some public speaking/presentations.
- Assist with other Spokes events and other duties as assigned.

Skills/Key Qualifications:

- This position requires a self-starter with outside sales and marketing experience, creativity, assertiveness, enthusiasm, and good relationship-building skills. Must be a team-player while able to work independently with limited supervision.



- Bachelor's degree in marketing, communications, or related field preferred, or substitute 3-5 years related experience.
- Three years of non-profit or association management experience with proven track record of achieving outreach and recruitment goals.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, WordPress) and other technologies (Mail Chimp, Google Ads, Neon); ability to learn new technologies. Ability to regularly update databases and produce relevant reports.
- Experience managing multiple social media channels including Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- Strong oral and written communication skills; demonstrated customer service experience.
- Strong administrative and organizational skills. A self-starter able to work independently and handle multiple projects, completing them on deadline, ability to travel to meetings and member sites.
- Brings outstanding writing and analytical skills, strong interpersonal skills, community and brand awareness.
- Ability to work flexible schedule to meet the needs of Spokes business.

To Apply: Send a cover letter and resume to Consuelo Meux, Ph.D., CEO, at ceo@spokesfor nonprofits.org or mail to Spokes, 3765 S. Higuera St., Suite 140, San Luis Obispo, CA. 93401, by January 15, 2019. The cover letter must address the specific skills mentioned in the position. Include three professional references.

Spokes: Resources for Nonprofits is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.