



<b>Job Title:</b>	Membership Director	<b>Job Category:</b>	Non-Exempt
<b>Location:</b>	3765 S. Higuera, Suite 140 San Luis Obispo, CA 93401	<b>Education:</b>	Bachelor's Degree
<b>Salary Range:</b>	\$17-\$20/hr.	<b>Hours:</b>	Minimum 32-40 hr./weekly
<b>HR Contact:</b>	Consuelo Meux, Ph.D., CEO 805-547-2244	<b>Date posted:</b>	August 26, 2019

**Organization website:** [www.spokesfornonprofits.org](http://www.spokesfornonprofits.org)

**Cover Letters and Resumes Accepted By:** [ceo@spokesfornonprofits.org](mailto:ceo@spokesfornonprofits.org)

<b>E-mail:</b> <a href="mailto:ceo@spokesfornonprofits.org">ceo@spokesfornonprofits.org</a>	<b>Mail:</b> 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:** Nonprofit members are the heart of Spoke's operations. The Membership Director serves as the primary liaison to Spokes current and future members and leads and supports all aspects of Spokes' membership program. Responsibilities include member acquisition and retention, and promoting member engagement with Spokes benefits and programs. The Membership Director will connect with the nonprofit and public sectors to increase the visibility of Spokes through a variety of means including public events, social media, direct contacts, and other formats.

**Primary duties:**

- Manage, drive, and evaluate all aspects of Spokes' membership program, continually evaluating the programs to recommend and implement improvements for impact, efficiency, and retention of members. Manage all aspects of the membership program including solicitation of new members, retention of current members, database management, and other related activities. Respond to membership requests and inquiries. Assure all member information is accounted for in membership database.
- Develops and implements long and short-term membership recruitment and retention plans, benchmarks, and related budgets.
- Conducts member research (interviews, focus groups, surveys, web analytics, etc.), analyzes membership data, and identifies trends and opportunities to increase membership and use of Spokes programs, services, and member benefits.
- Identifies and acts on membership leads through electronic and in-person communications.
- Oversees new member onboarding to assure engagement with Spokes programs and member benefits. Collaborates with current and potential vendors to provide useful, relevant member benefits. Monitor Spokes members' engagement with member benefits to enhance retention.
- Maintains contact with members, understanding basics of nonprofit best practices to assist questions and issues.
- Identify public event opportunities, communicates the value and benefits associated with membership to the public, represents Spokes at events, possibly does some public speaking/presentations.



- Develops awareness of training trends and needs of nonprofit members and general nonprofit community to suggest new programming ideas.
- Assist preparation and execution of Spokes special events and in-house programming, workshops, trainings through event promotions, database scheduling, registrations, set up, participant service, follow-up evaluations.
- Develops, coordinates, executes, and analyzes promotional and marketing campaigns to promote Spokes programs to achieve projected participation and revenue goals.
- Promotes and highlights members through Spokes' bi-weekly newsletter, social media, website, and other media.
- Strategically promotes the visibility of Spokes using contemporary trends and channels to drive membership and overall visibility.
- Prepares reports on effectiveness of membership and marketing campaigns for CEO/Board of Directors.
- Manage and maintain NEONCRM database related to membership and events.
- Other duties as assigned

**Skills/Key Qualifications:**

- This position requires a self-starter with creativity, assertiveness, enthusiasm, and good relationship-building skills. Must be a team-player while able to work independently with limited supervision.
- Bachelor's degree or 2+ years related experience.
- Non-profit experience preferred with proven track record of achieving outreach and recruitment goals.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, WordPress) and other technologies (Mail Chimp, Social Media, Neon); ability to learn new technologies. Ability to regularly update databases and produce relevant reports.
- 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](mailto:ceo@spokesfor nonprofits.org) or mail to Spokes, 3765 S. Higuera St., Suite 140, San Luis Obispo, CA. 93401. The cover letter must address the specific skills mentioned in the position.

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