

Nonprofits First, Inc.
Membership Director - Position Description

Reports To: Membership Director
Classification: Exempt, Full-time
Date Drafted: May 2018
Date Revised: November 16, 2021
FLSA Review:
Salary Range: \$45,000 - \$55,000 (plus incentive)

Position Summary: The Membership Director will facilitate and grow the membership programs and related business development activities for Nonprofits First, Inc. all website, marketing, branding, public relations, and communications with emphasis on social media services. In addition, this position will manage and grow the membership programs for Nonprofits First, Inc.

Duties and Responsibilities:

- Identify and administer member benefits and services
- Research and develop new strategies to increase membership
- Maintain membership database and records, to include entering and processing new, current, new, renewed, and potential member information.
- Maintain Nonprofits First membership website, including but not limited to: creating and uploading content.
- Manage, monitor and maintain marketing and communications for members, including but not limited to campaigns, special events, documentation and project management development.
- Ensure prompt communication with members, respond to membership calls, emails, and other inquiries.
- Contact members via email and phone thanking them for new membership or renewal
- Create, plan, implement and manage membership affinity groups, meetings and quarterly special events
- Prepare and execute special recruitment and/or retention initiatives.
- Daily processing of membership applications, including any data entry and creation of new member packets.
- Develop, produce, distribute and update website with content and collateral to support recruitment, education, awareness, and member engagement, utilization, optimization and satisfaction.
- Processing of online membership applications, to include profile activation and automation of recognition and confirmation.
- Utilize the organization's educational program offerings as a lead source for promoting membership.
- Provide weekly/monthly membership reports on membership levels, revenue, etc.
- Utilizing competitive analysis and feedback from the industry, recommend and implement new membership benefits.
- Perform other duties, as assigned or required.

Requirements:

- Bachelor's degree and/or a minimum of four years' experience in marketing, sales, communications, public relations and/or membership recruitment and retention.

- Excellent interpersonal and customer service skills
- Excellent organizational and record-keeping skills
- Ability to exercise independent judgment and work independently without frequent supervision
- Self-motivated team player and collaborator
- Ability to handle rejection with professionalism and optimism
- Event and meeting coordination and facilitations experience
- Ability to work with all levels of management, community stakeholder groups, board members, funders, business consultants, vendors, etc.
- Ability to work a flexible schedule including early mornings, evenings and weekends, as needed
- Excellent written and verbal communication skills
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
- Familiarity and/or experience with creating and editing press releases
- Familiarity and/or experience with Adobe Illustrator, Photoshop and InDesign
- Familiarity and/or experience with website maintenance
- Extensive knowledge of Microsoft Office Suite products (Word, Excel, Publisher, and PowerPoint), as well as internet and database applications

Special Requirements and Physical Demands:

- Position requires travel in the local area. Must have a reliable vehicle and requires maintaining a valid Florida State drivers' license with a satisfactory driving record, eligibility for coverage under any applicable agency insurance and proof of automobile insurance coverage.
- Position requires adherence to traditional work hours and flexibility, ability and willingness to work additional hours and weekends to meet business needs when necessary.
- Ability and willingness to participate in ongoing professional development activities in order to keep current on new developments in the field and to enhance skills already maintained.
- Requires safely lifting or moving up to 50 lbs. on an occasional basis, for example movement of materials and/or items.
- Noise level is usually quiet to moderate

Non-Discrimination Statement

Nonprofits First does not discriminate against employees or clients on the basis of race, color, religion, gender identity or expression, sexual orientation, national origin, age, disability, marital status, familial status or any other characteristic protected by Federal and State law. A non-discrimination clause concerning employment opportunity is incorporated in the Employee Policy and Procedure Manual. Nonprofits First will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990.

The above job description information has been designed to indicate the general nature and level of work performed by staff within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. The listing of particular duties does not exclude other duties not listed that are of similar kind or level of responsibility. Job descriptions will be reviewed periodically as duties and responsibilities change with business necessity. Essential and marginal job functions are subject to modification.