

## **Health Enhancement Research Organization Job Description**

Title: Membership Manager

Hours: Full-time / Part-time would be considered for the strong candidate favoring fewer hours

Responsibilities:

JOB SUMMARY: Self-starter who can develop, implement and manage retention and recruitment strategies to meet the membership objectives and goals of the association. This role ensures timely and effective communication and promotion of the association's vision/mission through articles in newsletters, general mailings, phone calls, promotional materials, campaigns, social and other media. This highly visible role will report to the Director of Operations and actively collaborate with the President & CEO, other team members and various committees to develop ideas and build a consistent and effective message. The right candidate would be strongly considered for a part-time position, if preferred.

### **Essential Skills & Qualifications**

- Bachelor's degree in marketing, communication or related field or 5 years in the non-profit sector with some knowledge of membership marketing and/or health and well-being.
- Excellent written and verbal communication skills.
- Detail oriented, strong time management and organizational skills.
- Demonstrated excellence in follow through skills.
- Comfortable interacting with senior level professionals.
- Desire to work with a primarily remote team that supports a culture of caring.
- Proficient in Microsoft Office Suite (Word, Excel, and PowerPoint) and database management.
- Prefer someone with experience using WordPress, HootSuite, Constant Contact, Survey Monkey, and Twitter and other social media marketing tools.

Responsibilities include but are not limited to:

### **Membership Recruiting**

- Implement programs designed to attract and retain qualified companies.
- Devise recruiting campaigns in conjunction with the membership committee.
- Research prospective companies.
- Organize prospect member lists from various sources.
- Coordinate recruitment by written correspondence and follow up with prospective members via phone and email.
- Review current materials and work with HERO team to design and supervise preparation of membership packets.
- Attend a minimum of 3 HERO events each year.

**Membership Retention**

- Develop strategy and outreach to existing members to ensure they are able to capitalize on membership benefits and resources.
- Engage members through regular communication.
- Develop and execute marketing campaign(s) to explain benefits of association to non-active members.
- Manage communication campaign for first-year members.
- Work with membership committee on various retention programs.

**Membership Administration**

- Maintain database of prospective and retained members.
- Track, analyze, and report on outcomes against performance and budget goals.
- Maintain monthly membership report for Board and President & CEO, which includes summarizing on paid dues, at-risk and dropped members and other reports of interest.
- Conduct exit interview with resigned or dropped members.
- Support membership committee activities.
- Produce invoices for new and renewing members.
- Coordinate with accounting personnel to identify organizations for follow-up on collections.

**Other**

- Act as an ambassador for HERO, by connecting with current and prospective members in a variety of settings.
- Assist with registration and other duties as assigned at HERO in-person meetings.
- Assist with organization activities and other duties as assigned by the Director of Operations.

HERO is an equal opportunity employer and will provide a fair and equal employment opportunity for all candidates regardless of race, color, religion, national origin, gender, sexual orientation, age, marital status, disability or other classification protected by law.

Please apply:

[https://www.indeedjobs.com/health-enhancement-research-organization-hero/ hl/en\\_US](https://www.indeedjobs.com/health-enhancement-research-organization-hero/ hl/en_US)