

JOB DESCRIPTION

Membership & Marketing Coordinator
Exempt

DEPARTMENT: Member Services

Reports to: Director, Membership & Marketing

Part 1: Position Summary

Helps develop and implement strategies that result in membership recruitment, growth, and retention. Collaborates in managing and marketing association affinity and merchandising programs.

Part 2: Duties and Responsibilities

Membership

- Attracts and retains individual associate members
- Writes and produces *The Generator*, the Association's quarterly newsletter for corporate associates
- Serves as the first point of contact for members and nonmembers and ensures a satisfactory outcome to their questions and comments
- Manages and develops membership applications and materials (including database-driven forms) in print and digital format
- Conducts research on prospective members and prepares periodic analysis and reports on recruitment, retention, and other membership activities
- Manages and maintains the department's procedures manual
- Under the direction of the Manager, Membership & Corporate Programs, manages and executes benefits for associate members

Product Store

- Develops and executes the Product Store marketing plan
- Drafts Product Store marketing collateral, including print and digital ads, emails, letters, brochures, flyers, and social media posts
- Manages inventory and reorders publications and other merchandise as needed
- Produces reports on publication sales as needed

Sponsor and Vendor Relations

- Under the direction of the Manager, Membership and Corporate Programs, manages sponsorships for new sponsor programs such as, but not limited to; institutes, meetings and webinars through the development of sponsor collateral, soliciting sponsors, and managing sponsor/vendor relations.
- Serves as the secondary contact for vendors for the Association's three expos. Communicates important information and ensures a successful vendor experience
- Works with the meetings department and program managers to ensure smooth coordination of onsite sponsor and vendor events
- Assists Manager, Membership and Corporate Programs with management and promotion of new sponsorship programs.
- Coordinates the preparation and shipments of the membership team's conference materials
- Manages the sponsor and vendor information for APPA conference program apps.
- Manages the processing and invoicing of conference sponsors and vendors

Association Program and Event Marketing

- Drafts print/digital marketing, articles, and social media content for the Legislative Rally, Public Power Lineworkers Rodeo, Reliable Public Power Provider (RP3) program, and Demonstration of Energy & Efficiency Developments (DEED) program, and other Association programs
- Schedules the department's marketing efforts on the overall Association marketing calendar
- Develops and distributes monthly Academy webinar ads for webinar co-hosts
- Develops monthly Academy email

Part 3: Qualifications

- Degree from a 4-year college or university with major coursework in business, marketing, or a related area
- Minimum of three years, and preferably five years, professional experience
- Knowledge of marketing concepts and practices, including e-marketing strategies
- Ability to work collaboratively in formal teams and in informal working groups
- Working knowledge of and practical experience with association or non-profit membership growth and retention programs and processes
- Ability to analyze and report quantitative membership-related data
- Excellent organizational, detail-oriented multi-tasking skills
- Ability to complete long- and short-term projects and tasks on schedule
- Excellent customer service skills
- Proficient in MS Office Suite applications
- Excellent written, verbal, and interpersonal communication skills