

Membership Outreach Manager

Position Summary: The Membership Outreach Manager is a vital part of the NCMPR team, for ensuring an exceptional experience for all members. This role is at the forefront of member engagement, retention, and recruitment, serving as the primary point of contact for member inquiries and providing proactive support to enhance their involvement with the association. The ideal candidate will be a highly organized, detail-oriented, and customer-service driven professional with a passion for building strong relationships and contributing to the success of a dynamic professional community.

Key Responsibilities:

- **Member Support & Engagement:**

- Serve as the primary point of contact for all member inquiries via phone, email, and online platforms, providing timely, accurate, and professional assistance.
 - Onboard new members, ensuring they understand the full range of benefits and resources available to them.
- Proactively engage with members to assess their needs, gather feedback, and identify opportunities for increased participation and satisfaction.
- Manage and update member records in the customer relations management system (CRM), HubSpot or association management system (AMS) with meticulous attention to detail.
- Develop and implement strategies to enhance member engagement and foster a sense of community among NCMPR members.
- Develop strategies to provide consistent, strong outreach to colleges that serve students in urban and underserved communities.
- Work alongside the Executive Director and Director of Operations to coordinate membership messaging that supports growth in programming and aligns with the organization's other strategic goals.
- Collaborate with other NCMPR staff to promote member benefits and initiatives.
- Address and resolve member concerns and issues with empathy and efficiency.

- **Membership Retention & Recruitment:**

- Develop and execute strategies to improve member retention rates, including personalized outreach and communication.
- Develop and execute comprehensive communications and outreach plan for both recruitment of non-member colleges/colleges that have dropped membership and retention of current members. This plan should leverage communications tools such as the HubSpot CRM, social media, direct-mail/direct-outreach, and other tactics that would strengthen year-round communications.
- Monitor membership trends and provide regular reports on membership growth and retention.
- Identify potential new member segments and collaborate on targeted outreach efforts.

- **Database Management & Reporting:**

- Maintain the integrity and accuracy of the membership database (CRM/AMS).
- Develop effective survey and membership data collection plans that keep a steady flow of member feedback and data collection coming into the organization. This feedback and data would be shared and used to strengthen the strategic goals of NCMPR and ensure that member needs continue to be met.
- Generate regular and ad-hoc reports on membership data, trends, and engagement metrics.
- Utilize data to identify areas for improvement in member services and engagement strategies.

- **Administrative & Operational Support:**

- Assist with the coordination and promotion of NCMPR events, webinars, and other professional development opportunities.
- Provide support for special projects as assigned by the Executive Director or Director of Operations.
- Collaborate with the communications team to ensure consistent and effective messaging to members.
- Stay informed about best practices in association management and member services.

Qualifications:

- Bachelor's degree in communications, marketing, business administration, or a related field.
- 3-5 years of experience in a member services, customer relations, or association management role, preferably within a professional association.
- Demonstrated experience with customer relations management (CRM) / association management systems (AMS) – experience with HubSpot is a plus.
- Exceptional written and verbal communication skills, with the ability to communicate clearly and professionally with diverse audiences.
- Strong interpersonal skills with a proven ability to build rapport and foster positive relationships.
- Excellent organizational skills and attention to detail, with the ability to manage multiple tasks and prioritize effectively.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Ability to work independently and as part of a collaborative team.
- A passion for serving members and contributing to a thriving professional community.
- Understanding of or experience with community and technical colleges is a plus.

Compensation Summary:

Annual Salary: \$54,180

Allowances:

- Internet Service Allowance: \$50 per month
- Phone Allowance: \$50 per month

Retirement Benefits:

Employer Contribution: 6% of the annual salary (\$3,096), paid in December each year.

Insurance Coverage:

NCMPR will provide a monthly allowance for individual medical, dental, vision, and/or life insurance coverage.

NCMPR covers two-thirds of the net cost, while the employee covers the remaining one-third of the net premiums for individual coverage.

Leave Benefits:

- Paid Vacation: Three weeks (15 business days) of paid vacation per year.
- Paid Sick Leave: 8 hours of paid sick leave per month.
- Paid Holidays: The following holidays are paid:
New Year's Eve and Day, Martin Luther King Day, President's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Indigenous Peoples Day (Columbus Day) Veterans Day, Thanksgiving Day and the day before and after, Christmas Eve, Christmas Day, and the week after.

Working Conditions:

- This is a remote operations, work from home position. Must have reliable internet and mobile phone for online video meetings.
- This position may require occasional travel for conferences or other NCMPR events.

To Apply: Interested candidates should submit a resume and cover letter detailing their qualifications and experience to jwalters@ncmpr.org. Please include "Member Services Manager Application - [Your Name]" in the subject line.

Application Deadline: Friday, Sept. 12

NCMPR is an Equal Opportunity Employer and values diversity. We encourage all qualified candidates to apply.