



Director of Membership

Founded in 1982, the N.C. Coastal Federation is an independent 501(c)(3) with a 30-member board of directors that works locally, statewide and nationally to protect and restore the North Carolina coast. The federation is a membership organization with 15,000 active supporters. It is accepting applications for a **Director of Membership** who will be responsible for the overall strategy, planning, and implementation of activities to promote membership growth and retention. This position requires a team player that can work cross-functionally with communications, membership, and programs to create great member experiences.

The federation seeks an experienced, highly energetic, and entrepreneurial person who has both the capacity and demonstrated track record to carry out the following duties and responsibilities in an effective, efficient, and highly professional manner. A membership development professional creates and implements long- and short-term strategies for recruiting new members and retaining current ones. The director has a front-line role in engagement with the membership. The federation has a tradition of strong personal connection and support for the membership, and an engaging style. The **Director** is also responsible for recording and reporting progress metrics.

To achieve success as a membership development professional, an individual who is both independent and a team player is essential. Performance of the duties associated with this responsibility requires an individual capable of inspiring and motivating prospective members as well as excellent communication and interpersonal skills. This position is required to meet pre-determined goals under specific deadlines.

Job Description:

The **Director** will have a demonstrated ability to perform the following duties:

- Develop and implement a comprehensive plan to stimulate membership growth and membership retention, including direct mail campaigns; use of social media; website content and development; working with team members to assist in recruitment efforts; creating promotional materials; overseeing membership benefits and annual reporting; and analyzing results.
- Coordinate organizational messaging across multiple organizational teams including program activities, mail, email, blogs, e-newsletters, social media, and printed publications.
- Identify new areas of digital opportunity beyond current organizational thinking.
- Identify new groups of member prospects and developing new approaches to reach them; and research and analyze membership needs through the development and implementation of programs for new and expanded services, including targeted messaging for new and existing members
- Respond to inquiries from current and prospective members and track results.
- Analyze membership dues categories in comparison to the marketplace and recommend changes as needed.

Director of Membership- N.C. Coastal Federation

- Ensure that the federation's databases function seamlessly for the end user; recommend strategies and solutions to staff for utilizing the database to achieve their programmatic goals and provide appropriate staff training.
- Keep current of all the latest membership techniques and employ them as deemed appropriate.
- Design and maintain membership materials and coordinate with staff to ensure their effective use at public events and outreach opportunities.
- Manage, update, and improve existing and identify new potential online giving opportunities.

Requirements:

- Four-Year Degree, Masters Preferred.
- The ideal candidate would have a minimum of a five year-track record in non-profit development with demonstrated experience in annual giving, membership, fundraising database, and communications (new and traditional media).
- Excellent written/oral communications and interpersonal skills.
- Proficient in Etepestry, Dreamweaver or other web page software, Constant Contact, Microsoft Word, Excel, Outlook and PowerPoint and in the latest information technology, social media and audio/visual aids. Experience in membership and marketing; small organization experience preferred.
- Self-motivated with solid organizational skills to manage multiple projects.
- Some travel required.
- Strong marketing and public relations experience with the ability to engage a wide range of stakeholders.
- The candidate must demonstrate success in team environment and possess strong leadership, supervisory, and interpersonal skills.
- Capable of lifting up to 40 pounds.
- Must satisfactorily pass criminal background check.

The federation offers a competitive compensation package. The position will be located in the organizational headquarters in Newport, N.C. Please submit vitae; names, titles, and contact information for three or four recommendations (at least one of whom must be a recent employer); stated salary objective; a writing sample; and a cover letter indicating how your experience and skills comport with the position requirements.

How to Apply:

The federation is an equal opportunity employer committed to workplace diversity and welcomes applications from anyone with the qualifications indicated above. To be considered, please submit application materials as PDF attachments by e-mail to the federation search committee at nccf@nccoast.org. Consideration will begin as soon as applications are received, and the position will remain open until filled.