JOB POSTING

JOB TITLE: Membership Manager
SALARY RANGE: $62,400 to $70,000
CHIRLA offers an excellent benefit package, which includes generous time off, health, dental, vision and 401K plan.
FLSA Classification: Exempt/Salaried, full-time, regular
REPORTS TO: Director of Membership and Member Services
START: Immediately
LOCATION: Los Angeles, CA Headquarter Main Office

The Coalition for Humane Immigrant Rights (CHIRLA) is a nonprofit organization founded in 1986. CHIRLA is a California leader with national impact made of diverse immigrant families and individuals who act as agents of social change to achieve a world with freedom of mobility, full human rights, and true participatory democracy. CHIRLA organizes and serves individuals, institutions and coalitions to build power, transform public opinions, and change policies to achieve full human, civil and labor rights. Guided by power, love and vision of our community, CHIRLA embraces and drives progressive social change.

POSITION DESCRIPTION:

CHIRLA is seeking an experienced Membership Manager to lead and with Director of Membership and Member Services set strategic direction of the membership department as CHIRLA’s primary portal for access to and delivery of member facing services and benefits. This position will develop and manage business standards for member interactions to ensure information accuracy and excellent customer support along with developing efficient processes to ensure reliability and availability of membership data used to support member communications and guide business-critical decisions. The Membership Manager will handle membership onboarding, offboarding, and dues collection. This position will also be responsible for crafting and implementing strategic member engagement initiatives to foster improved long-term relationships between the organization and its members.

The Membership Manager takes ownership ensuring that the membership program meets and/or exceeds annual revenue goals, designs, markets, and produces member events, including unique and exclusive activities at the two annual membership events. This position will work closely with the Director of Data Analytics and Programs overseeing all aspects of the member databases verifying that information is current on all members, prospective members, and serve as the staff expert in use of the Salesforce membership software.

DUTIES AND RESPONSIBILITIES:

- Develop and implement membership engagement and recruitment plan
- Research and identify new and effective membership engagement strategies
- Develop and implement strategies to stimulate member engagement and renewal process
- Manages membership drives, plan members events and create and implement strategies to expand membership base and engage with existing members
- Meet/exceed annual targets for membership outlined in the Strategic Plan
- Track all outreach activities to ensure their effectiveness
- Assure all information regarding membership on the website, Facebook page and other social media is current, user friendly, and adheres to CHIRLA’s standards
- Organize production of membership kits and promotional materials
- Lead and conduct orientation for new members, supporters and partners
- Assess the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met
- Effectively and empathically responds to member comments and concerns in accordance with CHIRLA standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to Members
- Maintain the member database, email lists, and members' files with the assistance of the membership team
- Survey members regarding issues such as dues, member benefits, changes to membership and revising membership requirements as appropriate
- Work with department director on running CHIRLA’s i-Relief program offering members of our community emergency cash assistance, food and rent security
- Work closely with the Policy, Organizing, Marketing and Development team in developing policies, partnerships with other organizations and applying for funding from grants to support the i-Relief program
- Actively and participates in event planning and attending key events throughout the year where membership and volunteer recruitment efforts are showcased
- Work both on CHIRLA and CHIRLA membership events as our membership is dual
- Process all requests for members; ensuring that prospective members, supporters and partners understand the benefits, requirements and costs of joining CHIRLA; ensuring that all applications are completely and properly filled out, fees are collected, recorded on Salesforce and turned in to finance on a timely matter
- Ensure a strong financial control and accountability environment for membership dues
- Develop and adheres to a departmental budget; monitors and takes corrective action as necessary to help assure that budget goals are attained
- Provide annual dues revenue projections
- Develop monthly and quarterly reports providing insight into membership revenue, and tracking annual goals
- Nurture and leverages internal and external partnerships and networks to maximize the achievement of strategic goals
- Participate in monthly processing, reporting, and insights development for membership areas
- Other interdepartmental duties and projects as needed or assigned

SKILLS AND QUALIFICATIONS:

- Bachelor’s degree in a related field or equivalent combination of education, training, and additional experience
- Five or more years of experience in a membership organization with some experience managing special projects
- Five or more years management experience, ideally with managing a membership team in a trade association
- Entrepreneurial and innovation spirit to drive the membership department priorities and projects
- Experience working with membership programs and high proficiency with Salesforce preferred
- Ability to manage competing deadlines and multiple projects at various stages of development using effective organizational skills and attention to detail
- Ability to exercise judgment and discretion in the execution of all duties and responsibilities.
- Ability to coach, train and mentor staff
At least three years of increasing levels of experience and responsibility in the area of membership and outreach services

Experience using membership management software, such as Salesforce and other systems such as Click and Pledge, Square, Active Campaign and others

Development of outreach materials and engagement strategies to increase visibility and membership

Writing experience that includes e-newsletters, social media posts or other materials that will effectively represent CHIRLA to the general public, members and prospective members

Required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal and extensive reading

Exerting up to 20 pounds of force occasionally, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work

Being able to travel to other areas of the state or country to conduct field work

Highly organized, self-motivated and able to work independently to meet goals

Exceptional customer service skills, responsive to all member input, inquiries and concerns, and ensures resolution

Must have outstanding writing and creative skills, and have strong interpersonal skills to this diverse team of professionals

Demonstrated capacity to absorb and effectively respond to complex issues

Able to juggle multiple high-pressure work-streams at once

Strong commitment to CHIRLA’s mission of empowering low-income community groups

Support CHIRLA’s fundraising goals including annual fundraising drive and GALA activities

To apply, send resume and cover letter to: jobs@chirla.org
Subject Line should read: Membership Manager