



Member Services Coordinator

Overview

The primary duties of the Member Services Coordinator are to coordinate the membership functions and operations of institutional and business partner memberships, encompassing recruitment, retention and engagement efforts. This role has significant interaction with members, prospects and staff. Management of the following projects include: prospect-to-member process, member engagement, and other various responsibilities that work to support the goals and objectives of the Director of Member Engagement and Director of Business Development.

Responsibilities

Member Recruitment:

- Responds to member inquiries and qualifies prospective members on a timely basis. Develops customized information packets and performs active follow up to ensure the turning of the prospect into a member.
- Identifies prospect opportunities through events and education programs sponsored by the organization on and off-site. Actively contacts staff to ensure membership information is included in attendee packets at all events.
- Develops strategy to contact prospects who attend programs and/or purchase products and services. Includes direct mail and telephone marketing.
- Actively searches websites for prospects and inputs information into database.
- Uses MemberNation to develop prospect lists and information for recruitment activities.
- Responds to staff requests for membership information.

Member Retention:

- Manages the new member engagement campaign: Sends E-postcard, creates new member kits including membership information and timely information about upcoming association programs and events, and develops and distributes call lists to staff and volunteers.
- Ensures correct member information in the database.
- Works with Director of Member Engagement to implement campaigns directed at renewing lapsed and expired members.
- Supports Director of Member Engagement to manage staff and leadership retention calls, including scheduling the sessions, recruiting volunteers, merging lists to be called, and coordinating logistics/prizes.
- Responds to telephone and electronic inquiries concerning membership and services.
- Provides administrative support to the new member orientations.

Other:

- First point of contact for members, prospects and staff.
- Works closely with the data entry/integrity to ensure updating of records as well as screening and adding new prospects to database and providing member-based reports for staff and leadership as requested.
- Develops new ways to increase staff participation on a monthly basis; inform staff of membership activities and promotions via internal e-mail and at all staff meetings.
- Assists with the fulfillment of Business Partner sponsorships and contracts.
- Coordinates the NACAS Education Foundation Annual Campaign, including the recognition, fulfillment, and communications to donors.
- Schedules committee meetings, and assists with the development and distribution of materials and minutes for the meetings.



- Stay apprised of association activities, policies, and services to respond to inquiries.
- Performs additional duties as required.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The items below are representative of the knowledge, skills, abilities, and experience required or preferred. This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

Knowledge and Skill Requirements

- Bachelor's degree required
- Experience in marketing or membership development, preferably in a non-profit setting.
- Proficient in Microsoft Office.
- Experience working with database management and reporting programs.
- Strong oral and written communication skills.
- Excellent organizational skills with the ability to collaborate effectively with others
- Must be flexible to function in a changing work environment and able to multi-task.
- Work requires travel and a seasonal flexible schedule to support the association's annual events.
- Superior customer service skills.
- Proven project management skills.

Please note: *This job description is not designated to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*