

# Membership Manager Job Description

Date Available: 6/1/2023

Start Date: 7/31/2023



## **Job Title**

Membership Manager

## **Supervisor**

Executive Director

## **About The Energy Co-op**

The Energy Co-op uses the power of community to lead today's sustainable energy evolution. As a sustainability-focused 501(c)(12) nonprofit cooperative, we help our members buy, use, and understand renewable energy. We are Pennsylvania's only member-owned supplier of 100% renewable electricity and 100% renewable natural gas, and we offer affordable, transparently-priced heating oil to members in southeastern Pennsylvania, northern Delaware, and southern New Jersey. We are a small, dynamic team based in Philadelphia, and are seeking a full-time Membership Manager to steward The Energy Co-op's membership growth and engagement.

## **Position Overview**

The Membership Manager will manage new member recruitment and retention strategies and ensure quality experiences for prospective and current members, focusing on outreach, services, and communications. The successful candidate must have excellent verbal and written communications skills, a talent for relationship building, and must truly enjoy engaging with prospective members, partners, and members on a daily basis. In addition, the candidate must be able to understand and balance prospect and member needs with organizational strategies. The successful candidate will be highly organized, process-oriented with strong logical thinking skills, keenly empathetic, and able to effectively manage myriad day-to-day responsibilities in tandem with longer-term strategic projects and priorities. The Membership Manager will possess a demonstrated ability to manage direct reports, and will be comfortable working both within a small team and independently.

## **Responsibilities**

Member Recruitment (50%):

- Develop and execute annual member recruitment and growth strategy
- With Executive Director, establish growth targets and recruitment KPIs for performance tracking
- Manage inbound commercial prospect inquiries end-to-end from submission to conversion
- Craft and execute outbound recruitment campaigns
- Ensure accurate, detailed, and organized prospect pipeline and recordkeeping
- Monitor and evaluate prospect experience to help optimize recruitment success
- Establish and cultivate strategic partnerships aimed at mutual organizational growth
- Manage and advance Member Ambassador program
- Represent The Energy Co-op at in-person and virtual events

Member Services and Retention (30%):

- Develop and execute annual member service and retention strategy
- Cultivate a cohesive, robust, improved member experience
- Evaluate and improve member benefits

- Resolve high priority member phone and email inquiries not otherwise settled by Membership Coordinator
- Serve as subject matter expert on The Energy Co-op's programs and member benefits
- Manage all outgoing member communications and engagement efforts, including *The Current* monthly newsletter, *The Current* blog, program updates, and ad hoc member messaging
- Evaluate and improve the member journey across all programs
- Plan and execute the Annual Member Meeting in June each year
- Plan and execute in-person and virtual member educational and social events
- Conduct member surveys, polling, feedback sessions, and focus groups
- Ensure accurate, detailed, and organized membership recordkeeping in Salesforce CRM

Personnel Management (20%):

- Supervise Membership Coordinator, providing management support, growth and development opportunities, and constructive feedback for improvement
- Lead regular check-in meetings to discuss near-term business as well as discussions for longer-term planning
- Conduct Membership Coordinator's annual evaluation
- Identify areas for department growth, leveraging internal and external resources

**Required Qualifications**

- Bachelor's degree in relevant field of study
- At least 5-7 years of overall work experience
- Evidenced experience managing direct reports
- Evidenced customer or member development experience in a business to consumer environment
- Experience establishing and managing partnerships with mission-aligned organizations
- Excellent verbal and written communications skills
- Excellent member/customer service skills
- Ability to synthesize and communicate information effectively
- Highly organized with a keen attention to detail
- Strong time management and prioritization skills
- Availability for occasional evening and weekend member and community events
- Based in or willing to relocate to the Greater Philadelphia area

**Ideal Qualifications**

- Experience or academic background in renewable energy, environmental studies, and/or sustainability
- Experience developing, improving, and evaluating member/customer journeys related to one or more products or services
- Experience using Salesforce CRM or other database
- Intermediate digital marketing platform user experience

**How to Apply**

Please submit your resume and a cover letter addressed to Hillary Bedeian, Operations Director, at [careers@theenergy.coop](mailto:careers@theenergy.coop), and use *Membership Manager* as the subject line. Tell us how you learned about this

position, and why you think you are a good fit. Review of applications will be conducted on a rolling basis and the position will remain available until filled. No telephone calls, in-person applications, or recruiters, please.

### **Hours, Compensation & Benefits**

This is a full-time, exempt position. The starting salary range is \$55,000 - \$65,000 annually, contingent upon experience. The Energy Co-op is committed to providing staff with a competitive benefits package, which includes employer-subsidized medical, vision and dental insurance plans, at least 3 weeks of paid time off and 11 company holidays, short- and long-term disability insurance, a retirement plan with employer matching, and professional development funds. The organization prides itself on providing a high-quality work environment with work-life balance.

### **Equal Opportunity Employer**

The Energy Co-op is an equal opportunity employer. Policy prohibits discrimination or harassment on the basis of race, color, religion, national origin, ancestry, gender, age, marital status, familial status, sexual orientation, disability, or veteran status. Further, The Energy Co-op supports and promotes equal employment opportunity, human dignity, and all forms of diversity.

### **Operating Notice**

The Energy Co-op staff currently works on a remote and in-person hybrid basis, with most work performed remotely. Until further notice, employees fully vaccinated against COVID-19 may choose to work in the office or remotely and unvaccinated employees must work remotely. As circumstances change, staff members may be required to work from the office for a specified number of days during the week. When working remotely, the selected candidate will – during normal business hours – be expected to 1) be available for virtual meetings, teleconferences, and calls and (2) be required to designate a safe, quiet remote space from which they can perform their responsibilities without distraction. A laptop computer, docking station, monitor, keyboard, mouse, and riser are provided by The Energy Co-op to be used solely for tasks required of the position. The selected candidate is expected to supply their own mobile telephone and reliable internet service for this position.