

# Membership Coordinator Job Description

Date Available: September 20, 2024

Start Date: November 1, 2024



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## **Job Title**

Membership Coordinator

## **Supervisor**

Lauren Keller, Membership Manager

## **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 Coordinator to support, engage, and grow our community of members.

## **Position Overview**

The principal focus of the Membership Coordinator is to deliver a cohesive, robust member experience through increased member engagement efforts and enhanced member benefits. Reporting to the Membership Manager, the Membership Coordinator will focus primarily on member services and communications, and interact daily with a variety of member audiences, as well as external parties and stakeholders, by email, telephone, and in person. The Membership Coordinator will also work with other staff to evaluate and improve membership retention, engagement, and recruitment strategies and campaigns.

The Energy Co-op's membership is the foundation of our organization, and understanding and balancing member needs with organizational strategies will be important in executing requisite tasks. To ensure success, the Membership Coordinator will be highly organized, keenly empathetic, and able to effectively manage diverse day-to-day responsibilities in tandem with longer term, strategic projects and priorities. The successful candidate will be able to understand and regularly contribute to improving organizational processes and be comfortable working as part of a small team while also possessing a level of initiative that allows them to be highly productive when working independently. While performing their responsibilities, the Membership Coordinator will have opportunities to develop their skills and the support of The Energy Co-op in doing so.

The Energy Co-op is located in Philadelphia and operates in the Commonwealth of Pennsylvania. The Membership Coordinator will be expected to be based in the Greater Philadelphia area and be able to regularly commute to Philadelphia and the Greater Philadelphia surrounding areas to carry out the scope of their responsibilities.

## **Responsibilities**

Following an orientation period of approximately four weeks, the Membership Coordinator will be responsible for:

### Membership Services & Retention (50%)

- Field, understand, resolve, escalate, and triage (as appropriate) incoming customary and unique member phone and email inquiries
- Become an expert on The Energy Co-op's programs and member benefits
- Facilitate, evaluate, and improve the cooperative's member journey across all programs
- Coordinate planning and execution of The Energy Co-op's Annual Member Meeting

- Coordinate and support planning and execution of regular and ad hoc membership educational, social, and recruitment events
- Ensure accurate and comprehensive member inquiry case and record keeping
- Coordinate and support ad hoc member service, retention, and engagement projects

#### Membership Operations (20%)

- Conduct routine membership service activity processing, including enrollments, renewals, changes, and drops
- Correspond with residential prospects and successfully enroll new members via phone, electronically, and at in-person events
- Maintain accurate, comprehensive member data in Salesforce, Constant Contact, and other databases
- Monitor member service activity to identify and resolve service activity issues.
- Work with Membership Manager and Operations Manager to track KPIs for membership retention and engagement
- Support Operations Manager in compliance with regulatory notice and documentation requirements
- Create and run regular (daily, weekly, monthly) and ad-hoc reports to support membership management needs as well as inform executive leadership and the Board of Directors
- Coordinate and support ad hoc membership operations projects

#### Communications (15%)

- Draft, record, and edit content for the monthly newsletter, quarterly web series, and blog
- Support development of digital and print content and collateral
- Support planning and execution of the communications calendar
- Carry out member e- and traditional mailings related to energy service, education, events, and more
- Support all outgoing member communications and engagement efforts
- Monitor and manage automated messaging
- Coordinate and support ad hoc communications projects

#### Membership Recruitment (15%)

- Field, handle, enroll or triage (as necessary) inbound commercial prospects
- Support implementation and management of Sales Engagement recruitment tool and opportunity pipeline in Salesforce
- Support improvement of prospect journey and experience
- Represent The Energy Co-op at peer, partner, and community events
- Support and coordinate strategic partnership collaborations
- Support recruitment reporting and measurement and improvement of recruitment activities
- Coordinate and support ad hoc membership recruitment projects

#### **Required Qualifications**

- Bachelor's degree in a relevant field of study
- At least 2 years of experience in member-facing or customer-facing role
- Evidenced success navigating and resolving customer inquiries and issues
- Experience coordinating small and large events
- Excellent verbal and written communications skills, with an ability to synthesize information effectively
- Process oriented with strong logical thinking skills
- Public speaking and presentation experience
- Highly organized with a keen attention to detail
- Strong time management and prioritization skills
- Experience with Microsoft Office Suite

#### **Ideal Qualifications**

- Salesforce CRM user experience
- Constant Contact user experience
- Some experience in business-to-business role
- Renewable energy industry knowledge and/or experience
- Experience developing, improving, and evaluating member/customer journeys related to one or more products or services

### **How to Apply**

Please submit your resume and a cover letter addressed to Lilly Price, Operations Manager, at [careers@theenergy.coop](mailto:careers@theenergy.coop), and use *Membership Coordinator* 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 \$42,500 to \$52,500, contingent on experience. The Energy Co-op prides itself on providing a high-quality work-life balance with a competitive compensation and benefits package and generous paid time off.

### **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 work on a hybrid remote and in-person basis, with in-person work conducted at our offices at 50 S 16th Street, Fl 17, Philadelphia, PA 19102. Each staff member will be required to work from our offices one day per week as determined by management and until further notice. When working remotely, staff will – during normal business hours – 1) be expected to be available for virtual meetings, teleconferences, and calls and (2) be required to identify and maintain a designated workspace from which they can perform your responsibilities. The current hybrid remote and in-person workplace attendance and other relevant workplace terms are subject to change at the discretion of the Executive Director. The Energy Co-op will furnish the selected candidate with a laptop computer, monitor(s), docking station, and related accessories to permit you to perform your responsibilities remotely. The selected candidate is expected to supply their own mobile telephone and reliable internet service while working remotely for this position.