



Center for Volunteer & Nonprofit Leadership
Membership Coordinator
Position Description

October 17, 2019

Status: Non-exempt, Full-time

Reports to: Director, Business & Fund Development

Location: Santa Rosa Office

Company Overview

Serving the Bay Area for over 50 years, Center for Volunteer & Nonprofit Leadership (CVNL) and Volunteer Center of Sonoma County (VCSC) know that passion alone isn't enough when it comes to creating strong nonprofits. With a mission to advance nonprofits and volunteerism by strengthening leadership, encouraging innovation, and empowering individuals in our community, we work with aspiring and established leaders every day to help them build the skills and connections that can take their impact to the next level.

Position Overview

CVNL is seeking a Membership Coordinator. Reporting to the Director of Business & Fund Development, the coordinator is responsible for member recruitment, engagement, and administration. This position will be working out of our Santa Rosa office.

RESPONSIBILITIES

Membership Program

- Grow the membership program across the regional service areas (Marin, Sonoma, Napa, and Solano Counties).
- Serve as the primary liaison between CVNL and its members/prospective members in a manner that reflects the organizations brand, philosophy, and values.
- Host an annual Membership Forum where the public can share current realities and limitations affecting nonprofits, trends they are seeing within their own organizations, capacity building needs, and ways in which CVNL could support their goals.
- Develop relationships with prospective members, while maintaining existing relationships. This may include arranging meetings to identify new business opportunities or gauge local needs.
- Ensure that data about our members is accurate and up-to-date across all software systems including the website, outreach lists, and CRM.
- Maintain all internal files associated with membership including job postings, GrantStation access, and room rentals.
- Monitor and report on key metrics related to membership growth and generate reports to inform engagement strategy.
- Manage all fiscal aspects of the Membership Program such as reporting and reconciliation to ensure budget goals are met.
- Serve as a liaison between members and internal department leads for business development.
- Conduct research and identify areas for growth in benefits or services offered to members.
- Process membership applications; manage membership recruitment and renewal invoicing.
- Set up new members on the Bay Area Volunteers portal.

Outreach and Communications

- Communicate the value of our membership program to current and prospective organizations.
- Nurture relationships with nonprofit organizations to maximize community engagement opportunities.
- Act as the liaison between the community and CVNL's programs, services, and events.
- Collaborate with Development and Marketing team on content creation and communications regarding industry trends and best practices.

- Represent CVNL at community events as requested and at key CVNL events (Heart events, Human Race).
- Develop and implement member recruitment campaigns on a quarterly basis with clear targets and outcomes.
- Ensure membership content and promotion is updated on the website on a regularly basis.
- Promote membership and member activities via social media.
- Engage staff and board in member recruitment and retention.
- Respond to inquiries, via phone or email, in a timely manner.

QUALIFICATIONS:

- Bachelor's degree (preferred) with at least three years related work experience in membership or business development.
- Excellent customer service/sales skills and attitude.
- Demonstrated ability to work with diverse populations.
- Passion for CVNL's mission.
- Familiarity with North Bay communities and nonprofits a plus.
- Strong interpersonal, planning, and time management skills.
- Proven organizational, communication (both written and oral), and creative writing skills.
- Proficiency in Office Suite (Word, Excel, Powerpoint) and membership/development databases is required. Experience with MailChimp and WordPress preferred.
- Ability to handle multiple tasks, projects, and priorities effectively and professionally.
- Self-reliant, good problem solver, results oriented.
- Energetic, flexible, collaborative, and proactive.
- Knowledge and understanding of social media platforms, promotions, and engagement methods.

Salary and Benefits:

Salary will be commensurate with experience. This is a full-time non-exempt position with benefits.

To be considered as an applicant:

Email resume and cover letter to: nniesen@cvnl.org. Include in the subject: "Membership Coordinator"

No phone calls please.

CVNL is an equal opportunity employer and makes employment decisions on the basis of qualifications. CVNL policy prohibits unlawful discrimination in any employment decision based on pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law or ordinance or regulation.

Submission of your application is not an offer of employment or an employment contract.

CVNL.ORG

Marin: 65 Mitchell Blvd., Suite 101 • San Rafael, CA 94903 • 415.479.5710
Sonoma: 153 Stony Circle, Suite 100 • Santa Rosa, CA 95401 • 707.573.3399
Napa: 433 Soscol Ave., A-100 • Napa, CA 94559 • 707.252.6222
Solano: 675 Texas Street • Fairfield, CA 94533 • 415.448.0340