

Membership & Communications Specialist

The American Horse Council, located in the heart of Washington, DC, seeks a Membership & Communications Specialist. This opportunity is for someone who is looking for a chance to show what they can do as the lead membership and communications professional for this small staff organization.

We are a flexible and team oriented environment. We are looking for someone who wants to lead a strategic development plan for the next 5+ years of growing member value and engagement to create meaningful growth in renewal and recruitment. You will need to be a self-starter, take charge and propose strategies—however, as in all small staff organizations, you should expect to roll up sleeves for everyday tasks. We all help each other, we all contribute and we all share in a caring, warm environment that extends to the service we provide members.

Summary:

The Specialist has primary responsibility for membership retention, recruitment and satisfaction. The Specialist is responsible for developing a membership program that engages and provides valuable features, positioning the organization as a must-have membership. The Specialist develops creative and compelling recruitment and retention plans that increase our membership roster and achieve annual KPIs. The position oversees all data sources, including the membership database (Salesforce), and is responsible for information disseminated to the Association's members, partners, and other key audiences. The Specialist ensures top quality customer service to members and advises staff on best practices and Association policy related to membership.

Essential Functions and Responsibilities

Member Engagement, Programming & Customer Service

- Oversee features and programs to ensure positive, engaging experiences that surpass member expectations and advance the organization's mission.
- Develop comprehensive communication programs to inform and engage members from onboarding through renewal.
- Track satisfaction with the member programs through ongoing member conversations, ad-hoc surveys and polls, and the annual member survey.
- Develop new member features based on member feedback and needs that position AHC as a critical must-have membership
- Responds to all membership inquiries.
- Ensure that all staff provide exceptional customer service to members as needed, responding to complex and routine questions as well as requests for additional information.

Member Retention and Recruitment

- Develop the annual membership recruitment and retention plan, including goals, communications and activities, required staff time and resources, and corresponding budget that increases our membership roster and achieve annual KPIs.
- Direct the implementation of membership recruitment and retention activities, tracking the ROI of such activities and adjusting plans accordingly.
- Identify new channels of communications to reach new and existing audiences.
- Responsible for marketing communications and public relations including social media platforms
- Identify and pursue opportunities to partner with entities that share audiences to increase target market.

Budgeting, Reporting & Database Oversight

- Create the annual budget for membership by forecasting retention and recruitment targets and related revenues

- Prepare monthly analysis of the state of membership and progress toward annual KPIs
- Act as primary point-of-contact within the organization for the database, becoming proficient in its mechanics, benefits and limitations.
- Ensure the accuracy of the database – generate monthly and quarterly membership renewals, work with staff accountant to ensure payments for renewals are correctly booked in QuickBooks and Salesforce
- Resolve issues that arise with database performance.

State Councils, Organizational Members & Board Liaison

- Present at Board meetings on the state of membership as well as new initiatives under consideration.
- Serve as the staff liaison to the Membership Committee along with President.
- Work with staff to solidify relationships with Councils and Organizational members, membership committee as appropriate.

Sponsorship & Partner Management

- Recruit, support and manage relationships with sponsors.
- Coordinate with partners to identify and implement member benefits; e.g. US Chamber
- Prepare monthly reports and ensure such reports are submitted in a timely manner.

Communications Support

- Design and produce Annual Directory, Annual Report, and various brochures
- Coordinate and/or draft electronic communications including AHC newsletters, updates, tax bulletins, etc.
- Draft press releases, and support social media accounts including Facebook, Twitter and Instagram.

Qualifications, Experience, and Skills Required

- College degree plus 5+ years of experience specifically in association membership required.
- Ability to develop detailed plans, projects, and budgets.
- Experience and Proficiency with Salesforce and Exact Target
- Experience with Microsoft Office products, Adobe InDesign, Photo Shop and other graphic design tools
- Exceptional interpersonal skills with experience creating positive and productive relationships with members, volunteers, board members, and fellow staff.
- Excellent verbal, written and presentation skills.
- Strong attention to detail
- Superior organizational skills with the ability to prioritize and successfully accomplish multiple projects simultaneously.
- Demonstrated ability to respond calmly and effectively in urgent situations.
- Ability to work independently with a high level of initiative, self-motivation, perseverance and commitment to getting the job done.

This is a full time, salaried position that requires regular office hours (i.e. this is not a remote/telecommuting position), as the staff member must interface and collaborate with colleagues routinely. Limited business travel required.

Salary commensurate with experience and skills. Outstanding benefits package that includes health and dental insurance, life, short-term and long-term disability, vacation and sick leave, ability for employee to contribute pre-tax to Smartrip.

Send cover letter, resume and writing sample to AHC President, Julie Broadway, at jbroadway@horsecouncil.org no later than August 2, 2019 at 5 PM ET. No phone calls please. Direct hire – no recruiters.