



**JOB TITLE: Membership Director**

**CLASSIFICATION: Exempt**

**REPORTS TO: Vice President of Organizational Development**

**DATE: May 10, 2017**

**WHO WE ARE:** Community Coalition is a non-profit social justice organization working to address social and economic conditions in South LA by empowering residents to fight for policy solutions that build up the community. For the past 27 years, Community Coalition has built a groundbreaking, community-driven approach to creating change. We elevate the voices of our members, shift power to the community, and tackle the root causes of poverty, crime and violence. Together we are creating a more prosperous, safer and healthier South LA.

Community Coalition's projects and victories include stopping the expansion of liquor stores in South LA, supporting gang violence prevention programs, creating foster and family care support programs, hosting art and music festivals and healthcare enrollment fairs. Community Coalition has also registered and mobilized thousands of voters in South LA, participated in the process to create a federal Promise Zone for South Los Angeles and creates leadership opportunities for young people with the South Central Youth Empowered through Action program and Freedom School, among other projects.

**MEMBERSHIP PROGRAM OVERVIEW:** Community Coalition launched its dues-paying membership program in July 2015. Membership is politically significant to Community Coalition because it represents commitment from South LA residents to the organization and its values. Membership is also a fundraising strategy to help raise more unrestricted dollars. The organization's goal is to build a base of 15,000 dues-paying members.

**JOB DESCRIPTION:** The Membership Director is responsible for growing and engaging our membership. You will oversee and coordinate activities with key staff, members and volunteers related to the recruitment, cultivation, and retention of dues-paying members. You will work closely with the Civic Engagement Coordinator to develop and implement projects to: 1) determine the best methods for signing up dues-paying members from a base of South LA voters, and 2) build organizational infrastructure to support member cultivation, including database and training modules.

**ESSENTIAL DUTIES AND RESPONSIBILITIES (Other duties may be assigned):**

1. Work with Vice President of Organizational Development to develop and execute a robust membership plan with multifaceted recruitment, cultivation and renewal strategies
2. Develop system for "on-ramping" new members, particularly those who are recruited from voter-related activities
3. Strengthen membership infrastructure, including but not limited to Nation Builder database, to track member information, activity, communication

4. Establish procedures for renewing dues-paying members at current or higher levels of membership
5. Establish database training protocol for staff, members and volunteers
6. Assist in research project to determine the best methods for signing up dues-paying members from a base of South Los Angeles voters
7. Update members and donors regularly on Community Coalition's projects and progress via regular email newsletters
8. Work with key staff to administer membership program duties, including membership letters, packages and "swag"
9. Work with member leaders to recruit dues-paying members
10. Conduct regular tracking and evaluation of membership program to inform current and future strategies

### **QUALIFICATIONS:**

We are seeking a seasoned professional with 3-5 years of experience in a combination of membership program, community organizing, and civic engagement for non-profit or private organization. Among other qualifications, you should have:

#### **Knowledge Requirements**

- Familiarity with South Los Angeles and issues impacting the community.
- Familiarity with Nation Builder database system.
- Knowledge of proper telephone and e-mail etiquette.
- Knowledge of proper English usage, spelling, grammar and punctuation.

#### **Skill Requirements**

- Experience with putting together a big-picture strategy, as well as the ability to execute details successfully.
- Skill in independently prioritizing, planning, coordinating, organizing, leading and monitoring multiple organizational projects of a complex nature simultaneously and quickly adapting to changes in time frames.
- Skill in communicating effectively, both orally and in writing.
- Experience managing staff or volunteers in a professional setting.
- Highly effective organizational and time management skills.
- Skill in researching and analyzing issues and offering creative solutions.
- Exemplary customer service skills including the ability to identify needs, provide prompt response, and exercise patience, respect and professionalism in all interactions.
- Highly proficient computer skills including Word, Excel, PowerPoint, and email applications.

**Please send resume & cover letters to [jobs1@cocosouthla.org](mailto:jobs1@cocosouthla.org), the subject should read "Membership Director: First Name Last Name". No phone calls please.**

Community Coalition is an equal opportunity employer. People of all races, religions, and gender identities are encouraged to apply.