



Membership and Event Specialist

This job has three essential responsibilities:

- **Membership Oversight**
- **Intern Recruitment and Management**
- **Program/Event Support**

Membership Oversight:

- In collaboration with DOE (Director of Engagement) and/or ED (Executive Director) and other staff, develops and implements a membership retention and growth strategy covering marketing, events, retention, and engagement and evaluation
- Develops and manages campaigns to recruit new members
- Ensures that membership benefits are clearly presented through all Main Street digital and publicity channels internally and externally
- Identifies opportunities with other staff to promote membership via community partnerships and third-party relationships
- Manages membership application process and oversees member relations
- Oversees the onboarding process and ensures all members have a positive experience
- Serves as the primary contact for members
- Meets with DOE/ED weekly and reports issues, concerns, growth, member statistics
- Develops membership retention strategies and targets and manages the delivery of campaigns designed to retain existing members

- Oversees all renewals and renewal communications
- Ensures that delivery of membership benefits is carried out across all departments to improve membership satisfaction
- Leads the planning and delivery of member-specific events in collaboration with DOE/program team
- Synthesizes membership data into regular reports for management and board
- Collects, analyzes and reports on member feedback and uses data to plan future events
- Evaluates and reports on the effectiveness of all membership-related efforts
- Maintains a strong understanding of membership practices and ensures the implementation of the stages of member management and process
- Maintains the Member Handbook and ensures that it is updated
- Codifies and documents all membership systems, processes and procedures
- Manages and maintains the Main Street member Ambassador Program
- Manages and maintains all member communications including weekly member email
- Thoughtfully plans annual member evaluations and member advisory council feedback sessions
- Manages member incident reports and conflicts, providing timely resolution and fostering a positive and inclusive environment for all members

Intern Recruitment and Management:

- Recruits, interviews and places interns to ensure best match, engagement and achievement of Main Street mission
- Develops intern handbook
- Onboards and manages intern policies, procedures and standards
- Develops interns schedules and communicates with team

- Oversees and manages interns
- Evaluates all aspects of intern program and elicits feedback from interns to ensure effectiveness. Recommends and implements improvements, as appropriate.

Program/Event Support:

- Works with Director of Engagement to plan programs, including clubs, classes and special events that:
 - Are conducive to the diverse abilities of members
 - Speak to the diverse interests of members
 - Follow Main Street's programming principles (rooted in universal design)
- Works with Director of Engagement and program team to create a comprehensive program schedule that:
 - Is conducive to the varying schedules of members
 - Offers plentiful opportunities for wellness, personal development, and social and cultural engagement
- Works with program team on seasonal mapping sessions
- Collaborates on development of all new and current programs with the Main Street team
- Works with Director of Engagement and associates to:
 - Involve members and staff in planning and implementing programs including committees and focus groups
 - Ensure needed volunteers are scheduled in various programs and events

Program Implementation:

- Creates Neon (Main Street's CRM) back end for all member programs/events that are **NOT** Mainstays (monthly, professional, parent and community events fall in this category)

- Ensures all non-Mainstay programs/events calendars are updated for consistency
- Supports event registration in Neon
- Coordinates program communication including RSVPs, confirmations, expectations, supply lists and day-of reminders utilizing Neon
- Facilitates programs based on need, expertise and fostering relationships with members, leading one weekly Mainstay program
- Evaluates programming and tracks utilization, quality, impact and satisfaction. Analyzes data on a consistent basis to determine strengths and areas in need of improvement.
- Assists individual members as needed with registration and program participation
- Fills in for staff, facilitators and volunteers as needed
- Records relevant sessions and uploads to video library
- Works with program team on program survey and results review to help ensure member satisfaction with programs

Other Program-Related Tasks:

- Ensures that required interns are available for specified programs
- Works with program team to ensure that all materials are available, spaces are reserved and set up, and any promotional materials are developed and distributed in advance of programs
- In conjunction with program team, ensures that, if the program has a virtual component, Zoom or other links are created and shared prior to event
- Identifies appropriate resources and activities in the community at large
- Works with program team to promote any/all events

Other Duties:

- Maintains a safe and appropriate environment for programming
- Maintains files and records relative to programming

- Ensures Main Street policies and procedures, Code of Conduct, and safety and emergency protocols are followed
- Completes incident and accident reports as needed
- Works as an active team member with other Main Street staff and management
- Maintains organization of Membership SharePoint Folder

Qualifications:

- Undergraduate degree in related field
- 1-2 years experience in a relevant field
- Strong organizational skills
- Ability to identify and resolve issues
- Experience with collecting, analyzing and reporting data
- Excellent time management and problem-solving skills
- Strong communication skills, written and verbal
- Strong interpersonal skills and demonstrated ability to build and maintain relationships with a wide array of people
- Collaborative and confident
- Computer proficiency
- Self-starter, self-disciplined
- Kind, creative and mission driven

If interested in this amazing opportunity, please send resume and cover letter to Tara Owens at TaraO@MainStreetConnect.Org

The salary range for this position is between \$58-\$62K, based on experience and skills, with the added potential for a performance-based bonus.