



Membership Manager

The National Association for Latino Community Asset Builders (NALCAB) is the hub of a national network of more than 130 member organizations that are anchor institutions in geographically and ethnically diverse Latino communities in 40 states, Washington DC and Puerto Rico. NALCAB supports our member institutions through funding, training, research and advocacy, enabling them to invest in their communities by building affordable housing, ensuring equitable neighborhood development, supporting small business growth, and providing financial counseling on issues such as credit building and homeownership. As a grantmaker and US Treasury certified CDFI lender with offices in San Antonio and Washington DC, NALCAB's work advances economic equity and inclusivity for low- and moderate- income people.

Our mission: NALCAB strengthens the economy by advancing economic mobility in Latino communities.

Summary

Under the direct supervision of NALCAB's Director of Communications, the Membership Manager will be responsible for all activities related to NALCAB's membership program including development of a strategic membership development plan, recruitment/retention of member organizations, proactive and responsive member engagement, database management, invoicing, and membership campaigns and outreach. The Membership Manager will also develop and serve as lead staff member for an internal membership committee.

Essential Duties and Responsibilities

- Maintain regular member outreach and respond to member inquiries and requests.
- Develop and implement strategies for retention of existing members and cultivation of new members, including a strategic plan for membership, long and short-term membership acquisition and renewal campaigns, the assessment of current and potential member benefits and regular solicitation of member feedback;
- Work with the communications team to develop and disseminate member marketing materials (e.g. brochures, letters, emails, member decals, branded merchandise, etc.).
- Assist members with day-to-day needs, answering inquiries and requests in a timely manner. Provide follow-up as necessary and tracking from response to resolution;
- Work with NALCAB leadership and appropriate staff to develop an organizational affiliate program;



- Serve as staff liaison between member organizations and appropriate NALCAB program staff to ensure that requests for assistance are fulfilled in a timely manner;
- Prepare and present regular membership reports to share information about new and renewing member organizations, member outreach efforts, campaigns, etc;
- Keep abreast of, and test, trends and innovations and best practices in membership strategies and introduce creative ways to attract and engage members with very different needs.
- Monitor and maintain membership database, invoice schedules, website listings and other areas of NALCAB's membership network;
- Support the development and maintenance of communications for NALCAB's membership network, including emails, member recruitment, retention and annual surveys;
- Support the production of member impact stories, testimonials and videos;
- Supervision of support staff as needed;
- Other duties as assigned.

Qualifications

- Bachelor's degree in Communications, Marketing or related field;
- Three or more years of progressively responsible membership experience at a professional society or nonprofit;
- Demonstrated ability to provide quality customer service and to lead and balance work with a variety of internal and external stakeholders;
- Program planning, implementation and evaluation experience preferred;
- Knowledge of the latest marketing and social media trends;
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint);
- Knowledge of marketing e-mail programs like MailChimp, Survey Monkey, Eventbrite, etc.;
- Familiarity with Blackbaud Grant Making and/or membership management software;
- Knowledge of website content management system (WordPress) and demonstrated skill in website maintenance;
- Excellent written and oral communication skills, and positive, can-do attitude;
- Ability to follow-up through on tasks and projects with minimal supervision;
- Ability to work in a fast-paced environment, meet short deadlines and work under pressure;
- Ability to maintain confidentiality of information;
- Bilingual (English/Spanish), a plus.



Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Location of Employment

NALCAB's main office at 5404 Wurzbach Rd. San Antonio, TX 78238. NALCAB has instituted a flexible hybrid schedule that allows for partial remote work along with required days at the office.

Core business hours are 8:30AM to 5:00PM CT whether working remotely or in the office.

Position Type

Full-time

Compensation

\$46,800-\$57,200 commensurate with work experience and education

EEO Category

Professionals

Exempt Status

Exempt

Benefits

NALCAB offers our employees competitive compensation and an extensive benefits package including paid time off, medical, dental, vision, 401k with company match, paid volunteer time, as well as future growth opportunities within the organization. We also support professional development and learning opportunities.

To Apply

Visit: <https://j.brt.mv/jb.do?reqGK=27619589> to submit your application.

EEO Statement

NALCAB is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and staff without regard to race, color, religion, sex, pregnancy, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law.