



**Job Title:** Membership Engagement Specialist

**Department:** Marketing and Communications

**Accountability:** Marketing and Communications Director

### **Job Summary:**

Under the direction of the Marketing and Communications Director, and along side the Community Development Specialist, the Membership Engagement Specialist is responsible for building and maintaining relationships with member-owners, volunteers and the Board of Directors to promote La Montañita's mission, services, and programs. These collaborative programs include the volunteer, membership and donation programs.

### **INTERACTIONS**

**External:** Routine contact with customers, volunteers and Board of Directors committees. Daily contact with customers, staff, and member-owners in response to inquiries related to membership activities. Occasional contact with the media.

**Internal:** Routine contact with the staff to inform and educate them about the Co-op purpose, programs, and achievements. Daily contact with staff regarding customer issues. Participation in Board committees and staff meetings.

### **REQUIREMENTS (KSA's)**

- Three years' experience in community project organization/coordination.
- Ability to follow-through and complete assignments.
- Ability to prioritize and work with minimal supervision.
- Strong oral and written communication skills; speak clearly and persuasively in positive or negative situations; Listen and get clarification; write clearly and informatively; Vary writing style to meet needs; Present numerical data effectively; Able to read and interpret written information.
- Must possess strong ethics, treat people with respect, and uphold organizational values.
- Strong Microsoft Office Skills (Word, Excel, and PowerPoint)
- Excellent organizational and interpersonal skills
- Maintain professional attitude and appearance at all times
- Organize, attend, and/or participate in membership events, meetings, and other partnership functions.
- Be able to work occasional evening and weekend hours when needed.
- Provide and ensure professional, superior customer service is provided

- to all internal and external customers.
- Must possess a valid driver's license, have state required minimum automobile insurance, and be able to use own vehicle on the job.

## **DUTIES AND RESPONSIBILITIES**

### **Volunteer Program**

- Manage and grow the volunteer program to help benefit the community.
- Ensure volunteer participation complies with applicable regulations.
- Maintain volunteer participation records and report on program.
- Train staff how to work with volunteers
- Train volunteers how to engage others on behalf of the Co-op.

### **Board of Directors Support**

- Serve as the staff representative on the Nominations and Elections Committee and the Member Engagement Committee.
- Help coordinate and support the meetings as needed by the Board of Directors.
- Help recruit and achieve active member participation in Board committees.
- Serve as the staff point person for the annual Board elections.

### **Membership Programs**

- Coordinate membership programs and grow annual participation.
- Maintain and report on current membership, and advocate for their requests and needs.
- Serve as the staff point person for the annual membership surveys.
- Utilize community resources for member benefit.
- Find ways for our membership to help serve the greater surrounding communities.

### **Other**

- Apply for and manage grants to help support the La Montañita mission.
- Coordinate with the Marketing Department to ensure community development related efforts support the Co-op Brand.
- Assist with all events and programs under the Marketing & Community Development Department to help further the Co-op mission.
- Acquire and write articles of interest supporting La Montañita's Membership and Cooperative model.
- Coordinate with the Community Development Specialist on donations and donation programs.
- Assist in other departments when appropriate, without compromising your own responsibilities.

- Track, analyze, report on, and document the impact of membership programs to the Marketing and Communications Director to ensure efficient use of resources and measurable community impact.
- Other duties as assigned.

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**Staff Member Signature**

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**Date**

Community Development Director - 12/2017