

Union Sportsmen's Alliance

Job Title:	Membership Program Manager	Reports to:	Chief Operating Officer
Department/Group:	Operations	Job Category:	N/A
Location:	USA Headquarters	Travel Required:	Moderate
Creation Date:	9/20/2019	Revision Date:	1/5/2022

About the Organization

The Union Sportsmen's Alliance (USA) is a 501(c)(3) non-profit organization that unites the union community for conservation to preserve North America's outdoor heritage. The USA provides a unique, fun, non-partisan organization to a membership base of more than 300,000+ and a constituent pool of more than 10 million active and retired AFL-CIO-affiliated union members who love to hunt, fish, shoot, camp and spend time outdoors with friends and family.

We combine union skills with outdoor passion for a common purpose – community-based volunteer conservation projects that improve public access to the outdoors, enhance wildlife habitats, restore America's parks, and mentor youth to be responsible stewards of our wild spaces.

Qualifications & Educational Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Minimum of bachelor's degree in Business, Marketing, Data Management, or related field, preferred
- Experience with non-profit membership strategy, recruitment, promotions, and programmatic management
- Ability to work in a fast-paced office environment requiring problem solving and multitasking.
- Excellent organizational, verbal, written, and project management skills with a working knowledge of Microsoft Office, Adobe, and CRM (Salesforce)
- Experience with membership marketing using web, mobile technologies, social media platforms, email marketing systems, and other membership-based communication strategies
- Background in data management and marketing material design preferred
- Detail-oriented, self-starter able to personally manage time and projects with minimal oversight
- Self-motivated, team oriented, attitude with the ability to think through processes, tasks, and challenges related to their job and develop creative solutions to issues that arise regularly
- High level of customer service experience with a positive attitude, ability to build quality business relationships, and the willingness to talk with customers daily to solve problems

Job Description & Physical Demands

Primary Functions

The USA Membership & Marketing Manager is responsible for all aspects of membership services - including membership sales, promotions, programs, and retention efforts. In addition, this position will help develop marketing strategies to reach new and existing members in innovative and relevant ways.

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General Role and Responsibilities

- Develop and execute a comprehensive membership strategy for member recruitment and retention
- Work closely with Communications and Union Relations Departments to create and implement ongoing membership marketing activities such as: mail/email/social media outreach, promotional materials, membership drives, and website promotions
- Analyze results of recruitment and retention efforts; provide monthly updates through CRM platform as well as periodic reports
- Manage member communications requesting assistance with membership
- Data entry including new memberships and renewals
- Fulfillment of prizes, promotional, and event materials
- Assist Fulfillment Coordinator with USA Membership merchandise and materials inventory.
- Access and correct member data (i.e., address and email changes) and compile reports from the member database (Salesforce)
- Develop and oversee implementation and comprehensive marketing campaigns and promotions to support volunteer efforts, local events, and partnerships
- Work closely with Communications to manage mailing lists and use email marketing software to develop effective marketing campaigns that target relevant audiences
- Other duties as assigned

Physical Demands

The working conditions are normal for an office environment; however, this position will be required to sit for most of the workday.

Logistics

This position will require moderate overnight travel. Ideally, the individual will work out of the Springhill, TN headquarters and have the opportunity to work remotely. Salary is commensurate with experience. Application deadline February 18, 2022.