



## **Membership Manager Job Announcement**

**Date: January 2025**

The Pinelands Preservation Alliance (PPA) seeks a Membership Manager to have lead responsibility for the Alliance's general membership program. Working here means working with a great team of colleagues, activists and partners to protect a unique and fragile ecosystem that provides drinking water for millions of people, beautiful places to recreate, and habitats for globally unique communities of wildlife and plants. This is a full-time position.

### **About Pinelands Preservation Alliance**

Pinelands Preservation Alliance(PPA) is the leading voice for preserving the natural and cultural resources of the New Jersey Pinelands through advocacy, constituency building, low-impact recreation, land conservation, public lands stewardship, and promoting sustainable farming. In addition to traditional advocacy, conservation and constituency-building activities, the Alliance operates Pinelands Adventures and Rancocas Creek Farm. Pinelands Adventures is the premier paddling outfitter in New Jersey's Pine Barrens providing paddling trips, hikes and small group bus tours featuring Pine Barrens ecology, culture and history for the public, schools and groups. Rancocas Creek Farm is a chemical-free produce farm and CSA on 72 acres of land adjoining our headquarters. More information about the Alliance is available at [www.pinelandsalliance.org](http://www.pinelandsalliance.org).

### **Equity**

PPA is dedicated to furthering justice, equity, diversity and inclusion in its staff and its work. We want everyone to know the Pinelands' natural resources are protected for the benefit of everyone. We seek to help people of all backgrounds to experience this natural treasure. All qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender or disability.

### **Membership Manager**

The Membership Manager is responsible for designing and implementing the Alliance's general membership fundraising program in order to meet the Alliance's fundraising and strategic goals. The Membership Manager leads the development, implementation and evaluation of PPA's membership growth strategies as well as the day-to-day engagement of current members. Responsibilities include sending timely, effective renewal reminders, executing direct mail campaigns, writing and sending requests for extra gifts, planning membership events, and utilizing tools in our Salesforce database for engagement and fundraising. This position reports to the Director of Development & Engagement. The Membership Manager is a critical member of the development team which includes the Executive Director, the Director of Development & Engagement, the Director of Philanthropy, the Database Manager, and the Development Database Associate.

### **Essential Functions**

The Membership Manager must be able to speak and write effectively about the work of the Pinelands Preservation Alliance and its programs. They must accurately convey the impact donors have on Pinelands protection efforts using stories, images, video and print media. Attention to detail and the ability to manage multiple competing deadlines is essential. The Membership Manager, like all our staff, is a part of the team and participates in all aspects of our work. Specific job responsibilities of the Membership Manager include:

- Ensuring PPA retains current members through engagement, cultivation, and donation reminders. Measures success and innovates.
- Uses a variety of strategies to gain new donors like running digital outreach campaigns using our Salesforce database to target potential donors, creating print materials and other creative approaches. Executes strategies to increase the retention rate of new members.
- Expanding giving options and communications to appeal to younger more diverse demographic.
- Giving presentations to community groups, arranging membership meetings throughout the region, also a key member of the planning team for PPA events.
- Entering donation and donor data (not primary job function), reviews key metrics with Director of Development & Engagement to make informed strategic decisions to improve results and future strategies for membership growth and retention.
- Support PPA's Director of Development & Engagement and Director of Philanthropy, and other staff when called upon.

### **Qualifications and Experience**

- Minimum of three years of experience in constituent management preferred.
- Demonstrated experience in growing membership/customers and strengthening membership /customer retention.
- An interest in conservation and a commitment to PPA's mission and values and to further PPA's efforts to create a more just, equitable, diverse, and inclusive environment.
- Demonstrate problem solving skills, ability to anticipate needs, determine priorities and meet deadlines.
- Exceptional organizational skills with attention to detail.
- Experience with database management and Microsoft Office Suite of tools.
- Strong interpersonal skills and commitment to a high level of customer service.
- Demonstrates excellent oral and written communication skills in order to interact effectively with members and contacts outside the organization.
- Ability to travel to represent PPA at community meetings and in the normal course of membership development activities.

### **Salary and benefits**

The salary range is \$50,000 to \$60,000 depending on experience. The compensation package includes access to a health insurance plan, life and disability insurance, access to a matching retirement savings plan, and generous vacation and holidays.

### **Work schedule**

PPA staff work regular weekday schedules, plus occasional weekends and evenings. This is not a remote position.

Location: 17 Pemberton Road, Southampton NJ 08088

Start date: As soon as practicable

Employment type: Full-time

### **How to Apply**

Interested candidates should submit a cover letter, resume and sample of a written communication to Becky Free, Director of Development & Engagement via email to [becky@pinelandsalliance.org](mailto:becky@pinelandsalliance.org).

Submissions without a cover letter will not be considered. The deadline for applications is open until the position is filled.