

California Lutheran University

CENTER FOR NONPROFIT LEADERSHIP

The Center for Nonprofit Leadership (CNL) is Hiring!

Do you love the nonprofit community? Want to join a team dedicated to helping nonprofit leaders do better at doing good? Want your talents, ideas and lived experience to have an impact on our region? Join the Center for Nonprofit Leadership (CNL) team!

The CNL is seeking dynamic candidates for the open position of **Marketing & Membership Specialist**.

Link to Posting and to Apply: <https://careers.callutheran.edu/postings/12434>

Hiring Range: \$24 - \$25.50/hour

Under the direction and supervision of the Associate Director of the Center for Nonprofit Leadership (CNL), the Marketing & Membership Specialist is responsible for providing leadership over the CNL membership program and marketing and outreach activities. Additionally, the program specialist will develop and maintain strong relationships with University colleagues, nonprofit organizations and leaders serving the region.

REPRESENTATIVE DUTIES:

MEMBERSHIP PROGRAM SYSTEMS & PROCESSES

- Coordinate CNL membership program including administrative coordination of member processing/renewals, maintain accurate member data/information, coordinating member services and benefits, managing usernames and passwords and providing assistance to members as they access CNL resources. *E*
- Manage CNL membership CRM/database, troubleshoot membership profiles. *E*
- Build and sustain the CNL membership community by assessing membership community, conducting outreach activities, presentations and conversations that convert to new and renewed members.
- In partnership with the Associate Director, responsible for membership and program registration financial targets, including new and renewed memberships.
- Maintain membership directory, automated renewal notices and follow-up as necessary. *E*
- Assess and enhance membership procedures within CRM platform. *E*
- Design and maintain Neon database, including forms, pages and automated processes. *E*

MARKETING & OUTREACH

- Maintain CNL webpages accessible by members and non-members and the public at large. *E*
- Maintain online content accessible by CNL members and program participants including PowerPoint slides, handouts, supplemental learning materials, tools and templates. *E*
- Maintain nonprofit mailing list and current data on CNL stakeholder groups. *E*
- Lead, plan, review and execute the promotion of all CNL programs by strengthening existing marketing and outreach channels and exploring new marketing and outreach opportunities.
- Increase awareness of CNL programs and workshops and increase attendance of CNL workshops by coordinating promotional activities, meeting reminders and follow up phone calls. *E*
- Lead, plan and implement the Center's web and social media presence – prioritize content and images, manage posting calendar, track and evaluate social media strategies. *E*

- Develop new marketing materials, including digital strategies, in compliance with Center brand and University policies. **E**
- Design and implement online surveys and outreach/communications campaigns using Qualtrics and MailChimp, among other technology-related tools. **E**
- Coordinate the Center electronic newsletter (eNews), periodic email blasts, digital marketing and promotional campaigns. **E**
- Draft and coordinate press releases, maintain press distribution list.

GENERAL PROGRAM SUPPORT

- Provide staff support and coordination of the CNL Marketing & Membership Committee. **E**
- Provide staff support and monitoring of workshops and webinars, including introducing speakers, coordinating hospitality and managing logistics (audio/visual, materials, sign-in, nametags, evaluation forms) **E**
- Track CNL members and workshop attendees and prepare monthly and quarterly reports on utilization trends. **E**
- As needed, collaborate and interface with other University departments, such as Campus Services, ITS and University Advancement.
- As needed, secure onsite and offsite meeting arrangements, including offsite rental fees and catering. **E**
- Maintain CNL master calendar of all events, individual and collective calendars and all meeting, advisory board and committee dates and requests. **E**
- Travel between main campus, satellite campuses and community venues throughout the region. Approximately 100 mile radius. **E**
- Be flexible and available as necessary for occasional evening/after-hours events and workshops. **E**
- Perform other duties as assigned.

E = Essential Duties

KNOWLEDGE OF:

- University missions, goals, objectives, and policies and procedures.
- Nonprofit management best practices.
- Diversity, equity and inclusion practices, cultural sensitivity.
- Up to date on best practices in accessibility of marketing and outreach materials (print, digital and social media).
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Principles of training and providing work direction.
- Public speaking and public relations techniques.
- Supervision, training, event and program planning.
- Community service, service learning, and volunteerism.
- Event planning, coordination and implementation
- Basic liability and risk management issues.

ABILITY TO:

- Take initiative, problem solve and work independently as well as part of a team.
- Adapt to working in different locations throughout the community.
- Work in partnership with volunteers, stakeholders and donors.
- Provide strong customer service
- Organize and prioritize work assignments

- Operate office equipment including computers and supporting word processing, spreadsheet, publishing and database applications.
- Understand, interpret, apply, and explain CNL/University policies, guidelines and procedures.
- Effectively communicate orally and in writing.
- Meet schedules and timelines.
- Plan and organize work to meet changing priorities and deadlines.
- As needed, train and provide work direction to others.
- Establish and maintain effective relationships with program volunteers, University administrators, staff and the public.
- Demonstrate leadership in developing and motivating student staff.
- Relate positively with students.
- Facilitate and provide onsite leadership for CNL-hosted programs and events.
- Adapt and learn quickly in a changing office environment.

MINIMUM QUALIFICATIONS:

Any combination equivalent to a bachelor's degree and 1-3 years of program coordination and/or office management experience

PREFERRED QUALIFICATIONS:

5+ years program experience in the nonprofit sector

Bi-lingual a plus

LICENSES/OTHER REQUIREMENTS:

Valid Driver's License

Occasional evenings required

WORKING ENVIRONMENT:

- Office environment; constant interruptions; travel between locations; contact with dissatisfied individuals.

PHYSICAL ABILITIES:

Seeing to read appropriate written correspondence; hearing and speaking to exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; pushing, pulling or lifting light objects.