

## ***JOB OPENING: Marketing & Membership Manager***

**Position Details: 1099- Contract (20 hours per week). This position is a remote position.**

**Rate: \$30-\$40 per hour (based on experience)**

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The North American Invasive Species Management Association (NAISMA) is a not-for-profit organization that seeks a **Marketing and Membership Manager** to further its mission to support, promote, and empower invasive species prevention and management in North America. NAISMA has a welcoming and collaborative culture that supports diverse ideas and perspectives and encourages inclusiveness across geographic regions.

*Job Description:* The Marketing and Membership Manager coordinates communications across all of NAISMA's channels and about all of NAISMA activities. The Marketing and Membership Manager creates and leads a communication plan that markets NAISMA's messages to a wide range of audiences, including, but not limited to members, partners, external stakeholders, elected officials, media, and the public. The Marketing and Membership Manager also works closely with the Executive Director and team members to manage the membership program and membership benefits.

### **Marketing & Communications Responsibilities:**

- Manage and coordinate written aspects of programs, resources, and general information for NAISMA's website, store, social media, position papers, and publications with input from relevant team program lead.
- Manage mailing lists and use email marketing software to develop effective marketing campaigns that target relevant audiences.
- Develop a marketing and communication strategy that incorporates an analysis of program, audience, marketing, and sales goals.
- Develop and implement marketing campaigns and digital sales funnels to engage specific audiences that convert into members, event attendees, online course students, or online store customers, for example.
- Develop and direct a communications calendar.
- Implement marketing campaigns and promotions to support programs and services to grow revenue
- Review and edit existing and new promotional materials for marketing effectiveness and NAISMA brand consistency.
- Work with Website, LMS & Marketing Administrator to coordinate email campaigns to maximize marketing goals
- Work with Executive Director, LMS & Marketing Administrator, and program managers to develop content and execute marketing and communication strategy across website, social media, e-newsletters, and broadcast e-mails.

- Lead development of content for print, including press releases, brochures, sponsorship flyers, Annual Report, and Annual Conference program.
- Work with Executive Director and LMS & Marketing Administrator to contribute digital and print content, including websites, social media, and broadcast emails.
- Update the toolkits for National Invasive Species Awareness Week and PlayCleanGo Awareness Week annually. Create new resources, documents, and tools to improve the toolkits, amplify the messages, and increase reach.
- Monitor and report on key metrics related to communications

### **Membership Responsibilities**

- Develop strategy and conduct all activities related to NAISMA member and partner acquisition, onboarding, retention, dues structure, renewals, and communications.
- Assess member benefits, analyze results of recruitment, retention, and re-enrollment efforts, and make recommendations to Executive Director.
- Answer inquiries from members and partners.

### **Additional Responsibilities and Experience:**

- Travel to NAISMA annual meeting and possible additional travel for program work
- Thorough understanding of project and program management techniques and methods
- Proficiency in Google Suite
- Experience in online communications and project management software (e.g. Basecamp, Mailchimp, Social Media platforms, etc.)
- Experience with social media marketing and advertising to grow a prospect list and convert followers to members, customers, sponsors, and/or donors.
- Outstanding leadership, organizational, and communication skills

Apply: Please submit your cover letter and resume to [director@naisma.org](mailto:director@naisma.org) by September 30<sup>th</sup>, 2022.

\* The North American Invasive Species Management Association (NAISMA) is an equal opportunity employer.