JOB DESCRIPTION
Director of Membership

Overview: Nature Calgary, a non-profit organization dedicated to connecting people with nature, is seeking a dedicated and detail-oriented Director of Membership. This role is pivotal in ensuring the smooth operation of our membership program, focusing on membership retention, member stewardship, and strategic thinking around membership growth.

Key Responsibilities:
- **Daily Tasks:**
  - Check mail and email for membership inquiries and updates.
  - Update the membership database as required.
- **Weekly/Biweekly Tasks:**
  - Print envelopes and membership cards using mail merge.
  - Mail out member cards and renewal stickers.
- **Monthly Tasks:**
  - Attend Board meetings.
  - Send out expiry renewal notices using mail merge at the beginning of the month.
  - Download membership list from the database at the end of the month.
  - Remove expired members from MailChimp and the membership database.

Additional Responsibilities:
- **Membership Retention:**
  - Develop and implement strategies to retain existing members.
  - Analyze membership data to identify trends and areas for improvement.
  - Engage with members through personalized communication and member-only events.
- **Member Stewardship:**
  - Foster strong relationships with members, ensuring they feel valued and appreciated.
  - Address member concerns and feedback promptly and effectively.
  - Organize member appreciation initiatives and recognition programs.
- **Strategic Thinking:**
  - Collaborate with the Board to develop long-term membership growth strategies.
  - Identify potential new member segments and create targeted outreach plans.
  - Continuously evaluate and improve membership processes and systems.

Skills and Qualifications:
- Proficiency with online membership databases.
- Ability to create and use spreadsheets for data manipulation.
- Knowledge of MailChimp and mail merge functions in Word.
- Strategic thinking and analytical skills for membership growth and retention.
- Excellent communication and interpersonal skills.

Requirements:
- A computer (Mac or PC) with a camera and microphone for virtual meetings.
- Printer, scanner, and copier access.