



EARTHQUAKE ENGINEERING RESEARCH INSTITUTE
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EMPLOYMENT OPPORTUNITY

<i>Job Title</i>	Membership and Donor Manager
<i>Reports To</i>	Executive Director
<i>Anticipated Start Date</i>	June 1, 2021
<i>Exempt Classification</i>	Exempt
<i>Employee Type</i>	Regular Full-Time (37.5 hours per week)

Opportunity Summary

The Earthquake Engineering Research Institute (EERI) -- a non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide -- seeks a proactive, creative, experienced, and technology-aware Membership and Donor Manager. This person will design, implement, and assess our membership retention and recruitment activities to ensure EERI can serve and leverage a robust and diverse membership base now and into the future. This person will also research, cultivate, and maintain a strong pool of organizational and individual donors, informing fundraising outreach by the Executive Director, Membership and Donor Manager, other staff, and member volunteers to yield reliable annual revenue to support EERI's most essential programs.

The Membership and Donor Manager must be self-motivated, flexible, and confident. This position requires someone eager to use our data and their knowledge of industry trends to develop innovative member and donor strategies then deliver on that vision by completing necessary tasks from simple to complex. Experience with cultivation and retention of both members and donors is necessary, preferably with a nonprofit association. A person who will thrive in this position will be flexible to accommodate existing systems and procedures yet inspired to make improvements. Competence in manipulating and analyzing member and donor databases to inform strategy and deploy messaging will be essential, along with strong planning and organizational skills. A successful candidate will be comfortable and willing to speak directly with potential donors and members, and excited to create engaging membership messaging.

The Membership and Donor Manager should be adept and comfortable working in a collaborative working environment, both virtually and in-person, amongst a small staff and many professional volunteers. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences or meetings.

EERI (www.eeri.org) is the leading non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide. Our diverse multidisciplinary membership includes researchers, practitioners, and students in engineering, geoscience, social science, architecture, planning, government, emergency management, public health, and policy making. Our 3,000 members are organized into volunteer committees, projects, and both regional and student chapters that conduct activities to achieve our

mission. A small six-person staff runs the organization from a casual professional office at City Center in downtown Oakland on the BART line, though current operations are remote due to the coronavirus health pandemic and are currently expected to remain remote until July 1.

The salary range will be from \$75,000 to \$85,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

Duties and Responsibilities

This employment opportunity is intended to provide an overview of the essential functions and qualifications of the job, and is not intended to be an all-inclusive list of duties and responsibilities. Other duties must be completed as assigned, and collaboration and teamwork across teams is required.

Membership Program and Activities:

1. Develop a comprehensive program for membership recruitment and retention with clear goals and membership targets (both short-term and long-term) that is informed by analysis of Institute objectives, membership data, and industry trends. This program should include the following elements for both individual and organizational members:
 - a. conducting membership marketing and outreach activities utilizing various communication channels email, letter, and social media campaigns;
 - b. writing and producing promotional materials;
 - c. designing a successful annual membership renewal campaign;
 - d. developing campaigns and activities specifically focused on retention or recruitment of strategic subsets of the membership;
 - e. identifying, researching, and prioritizing new member prospects;
 - f. conducting membership surveys and focus groups to inform membership strategies;
 - g. designing membership outreach and feedback activities at EERI annual meetings and conferences;
 - h. analyzing membership data and results;
 - i. conducting outreach and recruitment activities at events and conferences; and
 - j. implementing new membership strategies and programs.
2. Ensure successful implementation of the membership recruitment and retention program by deploying program elements, collaborating with various members of staff with related and/or supportive roles, tracking progress, updating strategies as needed to ensure success, and reporting results to EERI leadership.
3. Serve as the staff liaison to the Membership Committee and any other related committees or working groups.
4. Utilize EERI's custom Membership Management System (MMS) to analyze member records and inform strategy. Lead the development of additional features and functionalities for EERI's MMS with support from IT development team.
5. Lead exhibitor and sponsor recruitment and benefit fulfillment for the 12th National Conference on Earthquake Engineering (12NCEE) and future conferences, serving as the primary staff liaison to exhibitors and sponsors
6. Serve as the lead point of contact with EERI Subscribing Member firms, including:
 - a. Deploying membership renewal campaign communications and tracking retention
 - b. Ensuring and tracking fulfillment member benefits for active subscribing members
 - c. Conducting outreach to new subscribing member prospects

Donor Development & Support Fundraising Activities:

1. Create and execute donor development strategies and fundraising campaigns with clear goals and financial targets, including but not limited to EERI giving campaigns to both individual and organizational members and prospective donors, and annual meeting and national conference sponsor recruitment campaigns.
2. Conduct donor research to identify prospective or aligned organizations and individuals.
3. Collaborate with various staff members to ensure successful implementation and tracking of all donors and fundraising campaigns.
4. Research, recommend, and deploy new technologies or systems to improve donor tracking and donor relations.
5. Serve as the staff liaison to the Fundraising Committee and any other related committees or working groups.

Communications Activities:

1. Serve as primary writer and editor membership-focused content through a variety of digital and print formats.
2. Utilize EERI's Membership Management System to filter member records and accurately deploy communications and emails to various members segments.
3. Collaborate and strategize with EERI's Communications Coordinator to ensure all membership and donor messaging aligns with the overall branding and style of the Institute.
4. Ensure accurate and timely deployment of donor recognition and member benefit fulfillment via EERI's websites, social media channels, and other communications mechanisms with support from EERI's Communications Coordinator.

Qualifications

Education and Experience

- Bachelor's degree in a related field
- Five years working in a professional environment
- Recent experience with membership development and retention
- Recent experience with fundraising and donor development
- Recent experience migrating and analyzing member data in Association Management Systems
- Experience in marketing and communications
- Experience working with non-profit organizations

Skills

- Proven ability to design and implement complex programs and activities
- Proven ability to effectively manage multiple projects and assignments
- Proven ability to lead diverse teams with staff and professional-level volunteers
- Excellent organizational skills and attention to detail
- Excellent written and verbal communication skills – outstanding proficiency in English language
- Advanced proficiency in Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Gmail, Drive), including mail merge functions
- Proficiency with database management
- Proficiency with budgeting and financial tracking
- Familiarity with Adobe Creative Suite (Photoshop, Indesign) or equivalents (Canva)
- Familiarity with communications and email marketing platforms (Hootsuite, MailChimp or similar)
- Familiarity with website updating using content management systems (Joomla, WordPress)

Salary Range and Benefits

It is anticipated that the salary range will be from \$75,000 to \$85,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

Working Conditions

EERI has a casual professional work environment in City Center Oakland on the BART line. This position may require occasional evening and weekend work. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences, meetings, or other activities. Travel may also be required immediately following earthquakes in North America, and for some international conferences.

Physical Requirements

Position requires long hours of sitting and using office equipment and computers. Light lifting of supplies and materials may be necessary from time to time, including set-up of simple audio-visual equipment, EERI display and marketing materials, and signage for events.

Direct Reports

No direct reports, but can direct the various staff members and interns as necessary to successfully complete duties.

About EERI

EERI (www.eeri.org) is a non-profit membership organization dedicated to understanding earthquake risk and increasing earthquake resilience in communities worldwide. It has an international audience of professionals from many disciplines associated with earthquake engineering and risk management. The Institute undertakes a number of projects for federal and international agencies and foundations, as well as internally funded projects that benefit the Institute and its 3,000 members.

How to Apply

Interested individuals should [apply via Idealist](#) by submitting a resume and letter of interest to EERI by May 14, 2021. Applications will be reviewed upon receipt, so applicants are encouraged to apply early. Inquiries can be sent to jobs@eeri.org, no calls please. More information can be found at: <https://www.eeri.org/careers-at-eeri/>

Idealist posting: <https://www.idealist.org/en/nonprofit-job/fd9831b302fd4be0b88ff875d6ccf17a-membership-and-donor-manager-earthquake-engineering-research-institute-oakland>