



# EARTHQUAKE ENGINEERING RESEARCH INSTITUTE

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## Employment Opportunity – Membership and Communications Manager

EERI seeks a creative and experienced association professional to become its Membership and Communications Manager. This person will be a primary liaison with the Institute's 2800 members with lead responsibility for membership retention and recruitment campaigns. The Membership and Communications Manager will also be responsible for planning, developing and implementing an integrated communications and public relations plan to increase the overall branding, visibility and reach of the Institute.

The Membership and Communications Manager will be self-motivated, flexible, a great communicator and enthusiastic team player. An interest in or willingness to learn more about earthquake engineering and global hazards risk reduction is essential. Some travel required. The starting salary is \$70,000 to \$75,000, and is based on qualifications and experience.

EERI ([www.eeri.org](http://www.eeri.org)) is a non-profit membership-supported technical association with an international audience. The Institute serves as the U.S. national society for earthquake professionals and undertakes a number of projects and programs for federal and international agencies and foundations, as well as internally funded projects that benefit the Institute, its members and the larger hazards reduction community.

EERI provides a comprehensive employee benefits package, paid vacation, holidays, sick days and a casual professional working environment in City Center Oakland on the BART line.

### Primary Membership Responsibilities

- Develop comprehensive programs for membership recruitment and retention, including conducting email and letter campaigns; managing and motivating members to participate in various programs and activities; writing and producing promotional materials; developing and directing ongoing membership marketing activities; analyzing results; and implementing new strategies and programs.
- Carry out short- and long-range planning for membership development campaigns, including annual strategy plans for both membership development and retention.
- Participate in the development of EERI's policies affecting membership and support the membership committee.
- An active role in advertising, planning and executing workshops, annual meetings and conferences.

### Primary Communications Responsibilities

- Create overall association marketing, communications and branding strategies, including the creation of marketing plans, timelines and assessment tools.
- Create marketing and communications strategy for webinars, seminars, conferences and advocacy initiatives.

- Serve as primary writer and editor of EERI newsletters and special reports, and supervise all outside vendors in their preparation.
- Contribute to the administration and maintenance of EERI's websites.
- Develop a targeted media relations plan that powerfully communicates EERI's vision, mission and accomplishments.
- Ensure the timely development of EERI marketing and communication pieces, including newsletters, email blasts, press releases, feature articles and promotion pieces.

**Preferred Background:**

**Education:** College Degree in a related field.

**Technical Skills:** Proven experience/skills in marketing, writing copy, publication production, social media management, website and webinar production, and short- and long-range planning. Demonstrated proficiency with Microsoft Office Suite and Adobe Suite products. Membership and association management software experience a plus.

**Relevant Experience:** Minimum 4 years experience in an association, non-profit or similar organization with a significant track record in membership development and retention, marketing, communication and media relations.

**APPLICATION DEADLINE:** October 31, 2016

Candidates should send a letter of interest and resume with supporting qualifications to [jobs@eeri.org](mailto:jobs@eeri.org). All applications will be kept in confidence. No calls please.