



Job Title: Membership Coordinator

Location: California Workforce Association, [Specific City], California

Position Type: Full-Time

Application Deadline: March 15th, 2024

The California Workforce Association (CWA) is the premier nonprofit organization dedicated to enhancing workforce and economic development through policy advocacy, professional development, and the promotion of innovative practices. We are currently seeking a highly motivated and detail-oriented Membership Coordinator to join our team. This role is pivotal in building and maintaining strong relationships with our members, ensuring member satisfaction, and driving membership growth.

Key Responsibilities:

- **Membership Management:** Maintain an up-to-date membership database, process membership applications, renewals, and terminations. Ensure timely communication with members regarding their membership status.
- **Member Engagement:** Develop and implement strategies to increase member engagement, including organizing events, workshops, and webinars. Serve as the primary point of contact for member inquiries, providing exceptional service and support.
- **Recruitment and Retention:** Implement innovative strategies for membership growth and retention. Conduct market research to identify potential members and outreach opportunities.
- **Communication:** Prepare and distribute membership communications, including newsletters, emails, and social media posts. Ensure that all communications reflect CWA's values and mission.
- **Event Support:** Assist in the planning and execution of association events, including conferences, seminars, and networking events. Assist with the coordination with vendors, managing registrations, and providing on-site support.

- **Reporting and Analysis:** Prepare regular reports on membership statistics, engagement levels, and feedback. Analyze data to identify trends and opportunities for improvement.

Qualifications:

- Bachelor's degree in business administration, communications, or a related field preferred.
- Minimum of 2 years of experience in membership coordination or a similar role, preferably within a nonprofit or association environment.
- Strong organizational and project management skills, with a proven ability to manage multiple tasks and deadlines.
- Excellent verbal and written communication skills, with an ability to engage effectively with a diverse range of stakeholders.
- Proficiency in CRM software, Microsoft Office Suite, social media platforms (LinkedIn, Instagram, Twitter, etc.)
- Ability to work independently as well as part of a team.
- Commitment to the mission and values of the California Workforce Association.

Benefits:

- Competitive salary based on experience. The salary range is \$70,000-\$80,000 annually.
- Comprehensive benefits package including health, dental, and vision insurance.
- Retirement plan with employer contribution.
- Generous vacation and sick leave policy.
- Opportunities for professional development and growth within the organization.

How to Apply:

Please submit your resume and cover letter to Kelli Oropeza at koropeza@calworkforce.org with the subject line "Membership Coordinator Application." The cover letter should highlight your experience related to the responsibilities and qualifications listed above.

The California Workforce Association is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

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We thank all applicants for their interest, however, only those selected for an interview will be contacted.