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CREW Land & Water Trust Membership Coordinator

The CREW Land & Water Trust was formed in 1989 as a private, non-profit 501(c)(3) conservation organization dedicated to the preservation and stewardship of the water resources and natural communities in and around the Corkscrew Regional Ecosystem Watershed (CREW). We work with a variety of public and private partners to help coordinate the acquisition and management of conserved lands, to facilitate public recreational access to those lands, and to deliver immersive educational programs to raise community awareness about the many reasons why the preservation and protection of this watershed remains vital to our local economy and to the quality of life of current and future generations in southwest Florida.

Wage: \$18-\$22/hr. (based on experience)

Hours: Part-Time (20-25 hours per week)

Reports to: Executive Director

Position Summary:

A key position with the CREW Trust, the Membership Coordinator is responsible for overseeing the entirety of the Membership Program, including establishing, implementing, monitoring, evaluating, and reporting on an overall strategy for member recruitment and retention. This position is responsible for ensuring accurate and timely fulfillment of member requests, gift processing, acknowledgements, and recognitions. The Member Coordinator works with the entire CREW Trust team to develop, cultivate, and sustain relationships with the community. This position oversees a calendar of annual membership and development events and works collaboratively with the Executive Director, Communications Director/Volunteer Coordinator and Education Coordinator in the development and implementation of a comprehensive strategy for special events, membership, development/fundraising, and community outreach campaigns.

Primary Duties for the Membership Coordinator:

- Serve as primary day-to-day representative of the CREW Trust Membership Program;
- In coordinating with Executive Director, establish membership retention and growth goals, and annual membership revenue targets and budget;
- Develop the overall strategy, annual slate of membership events and programs, and calendar of membership mailings and email communications, including recruitment, renewals, upgrades, invitations, general communications, and annual fundraising appeals;

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Dedicated to the preservation and stewardship of the water resources and natural communities in and around the Corkscrew Regional Ecosystem Watershed

- Monitor progress towards member-related revenue goals and provides quarterly reports for Executive Director and the Board of Directors for membership recruitment, retention and revenue;
- Develop, coordinate, and execute strategies and plans for membership recruitment and engagement, including membership related events held during the day, evenings, and on weekends;
- Draft all membership materials for approval, including thank you letters, renewals, web content, emails, appeals and special marketing materials as needed;
- Implement best practices and strategies in stewardship, renewal and upgrading of current and lapsed members; acquire new members and lead visitor conversion; increase annual, sustaining and one-off donations from members;
- Look for new ways to streamline membership database performance to improve member engagement and interaction;
- Assist with the planning, coordination, and execution of annual fundraising campaigns;
- Responds to member-related inquiries in-person, via phone calls, on social media or through email;
- Run membership-related database queries as requested by other staff for specific needs;
- Publish a quarterly membership newsletter and monthly email member updates;
- Coordinate with and provide support to CREW Trust Development, Membership & Fundraising committee;
- Research and implement best practices for membership recruitment and retention;
- Represent CREW Trust at events within Florida;
- Other duties as assigned.

Working Conditions:

- Work is usually performed in an office environment; however, there will be occasions to be outside on the CREW Trust trail systems or at community engagement events;
- Some evening and weekend work will be required, with occasional overnight travel within the state;
- This position allows for occasional telecommuting/remote work.

Physical Effort:

- Primarily sedentary work, but also requires standing, walking, stooping or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing and talking;
- Position requires ability to exert up to 25 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.

Qualifications:

- Committed to advancing CREW Trusts' mission;
- Proficient in the use a personal computer and mobile devices;
- Proficient in Google Applications (Gmail, Drive, Docs, Forms, Calendar);
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint, Outlook);
- Experience in the use of mass mailing applications, such as Mail Chimp or Constant Contact;
- Experience with membership management applications and CRM applications, such as DonorSnap or Bloomerang;

- Experience in basic graphic design (Canva, Adobe InDesign) preferred;
- Willingness to take responsibility and work independently with little oversight;
- Ability to exercise sound judgment and operate with confidentiality and discretion;
- Strong organizational and interpersonal skills with an ability to relate effectively with people of various backgrounds, levels of education, and experiences;
- Strong oral and written communication skills with an ability to convey complex ideas to a wide range of peoples and communities;
- Proven ability to work on a variety of projects simultaneously, strong project management skills, and an attention to detail;
- Ability to use logic, reasoning and critical reflection to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems;
- Willingness to participate in continuing education and professional development;
- Available to work a flexible schedule with some evenings and weekends as needed;
- Valid driver's license and access to a car or ability to rent a car as needed for travel;
- Ability to travel as required.

Application Process:

Please email your resume in PDF or Word format, a letter of interest describing why are you interested in this position and how your experience meets the needs of the position, and contact information for three professional references to Robert Lucius, Executive Director of the CREW Land & Water Trust, at: rlucius@crewtrust.org. Please use the subject heading: Membership Coordinator. If you need a reasonable accommodation for the application process, please contact the above email. Please no telephone inquiries.

For optimal consideration, please submit application by December 31, 2022. Review of resumes will continue until the position is filled. All applications submitted will be treated with confidentiality. The ideal start date is January 2023, but sooner is possible if the candidate is available.

This is a 20-25 hours/week, part-time position, with an hourly range of \$18-\$22/hr. Salary is dependent on experience and qualifications. PTO accrual is pro-rated based on hours worked annually. A performance bonus may be awarded for achievement of member recruitment, retention and revenue targets

The CREW Land & Water Trust is committed to creating a diverse environment of mutual respect, collaboration, and equal opportunity for all employees. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status. We believe that the resulting diversity is both a source of program strength and a matter of fundamental human fairness.

Conditions of Employment:

Employment at CREW Land & Water Trust is contingent on the verification of background information submitted by the applicant, including the completion of a criminal record check, and education when applicable. CREW Trust is an at will employer.

Disclaimer:

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

CREW Land & Water Trust is a 501(c)(3) nonprofit organization; therefore, your generous donation is tax deductible to the extent allowed by law.