



## **Position Description**

### **Manager of Member Engagement**

The Buzzards Bay Coalition seeks an experienced, high-energy Manager of Member Engagement. Reporting to the Director of Public Engagement, the Manager of Member Engagement will manage the Buzzards Bay Coalition's Membership with the goal of retaining and growing the Coalition's membership base in alignment with annual goals. This includes managing the Coalition's social media accounts, organizing and participating in engagement events to steward and recruit members, and overseeing the volunteer program, a crucial component to the execution and success of our signature fundraising events and Coalition programs.

The ideal candidate has a passion for Buzzards Bay, is highly organized with excellent interpersonal and communication skills and has at least 3 years in one of the following: social media management, digital marketing, nonprofit administration, volunteer management, or event planning. In return, BBC offers a great working environment; the opportunity to contribute to the success of a dynamic organization that has a direct impact on the future of our regional environment; and an outstanding quality of life on the shores of Buzzards Bay – all one hour from Boston and half an hour from both Providence and Cape Cod.

### **Responsibilities**

#### **Member Management**

- Grow the Buzzards Bay Coalition's Membership base via donor and volunteer acquisition and in collaboration with paid program participants
- Manage all aspects of the member journey including welcoming new members to the Coalition
- Create and send the Member Memo, a tailored quarterly communication for members
- Together with the Director of Public Engagement and colleagues across the Coalition create and send The Bay Buzz, the Coalition's monthly newsletter
- Update Coalition website as needed (WordPress)

#### **Social Media Management**

- Develop and manage the Buzzards Bay Coalition's social media channels
- Develop a content calendar that ensures a regular cadence of activity, growth and user engagement
- Collaborate regularly with colleagues from across the Coalition to surface content ideas and to assist program leads with meeting their objectives
- Create and disseminate to key stakeholders a weekly dashboard of the Coalition's digital KPI's and include any recommended adjustments to the organization's digital strategies to improve efficacy
- Manage staff access across the Coalition's social media platforms

#### **Volunteer Management**

- Recruit, train, and steward Coalition volunteers to ensure ample coverage for signature fundraising events, field science, land stewardship, outdoor exploration, and other activities and administration

- Serve as liaison between volunteers and Coalition program staff to ensure needs are met
- Plan and implement annual volunteer onboarding and recognition event(s)
- Create and maintain volunteer records, including compliance with all federal, state, and local policies (e.g. background checks)
- Create and disseminate to key stakeholders a monthly dashboard of volunteer hours, status of volunteer-supported projects, etc.
- Create and send the Volunteer monthly email with upcoming opportunities

### **Engagement Events**

- Create outreach campaigns, events and initiatives to engage current members and attract new members
- Prepare annual calendar of events, where the Coalition serves as convener or participant, to support member stewardship and growth goals
- Develop timeline and budget for each event that ensures completion of all necessary tasks, both internal and external
- Serve as Coalition’s primary liaison with external vendors and other partners
- Prepare briefings for all events that define objectives, role(s) for participating staff, and attendee information
- Conduct event debriefs that include participant feedback and data that illustrates whether objectives were met, whether in whole or in part, including management of budget and other Coalition resources

### **Skills & Qualifications**

- A minimum of three years of experience in at least one or more of the following – social media management, digital marketing, nonprofit administration, volunteer management, or event planning 3 years of social media management or digital marketing, nonprofit administration, or volunteer or event management experience
- Knowledge of best practices and commitment to ongoing learning of digital marketing platforms and tools, including Meta (Facebook, Instagram, Meta Business Suite – including ads), Google (including analytics, SEO), and WordPress
- Proficiency in Microsoft Office and Adobe Creative Suite or Canva
- Experience working with WordPress
- Ability to work evenings and weekends, as required
- Knowledge of Buzzards Bay and southeastern Massachusetts paired with a commitment to the mission of the Coalition, preferred
- Experience working with Blackbaud Raiser’s Edge (or other marketing CRM), preferred

### **Other**

- This is an exempt, full-time role.
- This position is based at the Buzzards Bay Coalition’s headquarters in New Bedford’s Historic Waterfront District.
- Physical Requirements: This position is in an office setting but at times will require physical labor. During events, you must be able to work outside, in some cases during inclement weather, for extended hours at a time. You should also be comfortable lifting at least 30lbs and physically be able to assist in packing, loading, moving and unloading trucks containing event equipment.

### **Salary / Benefits**

- The salary range is \$58K-\$68K annually plus benefits including employer contributions towards Health Insurance and 401(k) Retirement plan and access to supplemental benefits.
- The Coalition is an equal opportunity employer and does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, ancestry, age, disability, sexual orientation, veteran status or any other characteristic protected by law.

### **How to Apply**

- Interested applicants should respond by email with a cover letter and resume to Nina Chomak, Director

Public Engagement, [Chomak@savebuzzardsbay.org](mailto:Chomak@savebuzzardsbay.org).

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