

American Whitewater Membership Director

About American Whitewater: Founded in 1954, American Whitewater is a national non-profit organization with a mission “to conserve and restore America’s whitewater resources and to enhance opportunities to enjoy them safely.” American Whitewater is a membership organization representing a broad diversity of individual whitewater enthusiasts, river conservationists, and more than 100 local paddling club affiliates across America. The organization is the primary advocate for the preservation and protection of whitewater rivers throughout the United States, and connects the interests of human-powered recreational river users with ecological and science-based data to achieve the goals within its mission.

The Opportunity: American Whitewater is conducting a search for an energetic, personable and organized individual to maintain and grow our membership sales and management program. This individual must be able to promote membership sales through outbound and inbound sales efforts, networking and cultivating member relationships. Candidates must be enthusiastic and demonstrate success in developing lasting relationships with the membership base. This position requires a self-starter with strong customer service and marketing experience, preferably from the hospitality industry with a track record of membership recruitment. Candidates must provide professional and courteous member service, treat all members with respect regardless of their giving level, and respond to all email and phone messages promptly. They will maintain the member database (currently in eTapestry) and assist members with their website user accounts. American Whitewater staff work in a team environment and the Membership Director provides assistance to the Executive Director, the Finance Director and works closely with staff.

Essential Job Functions:

- Answer AW toll free number – smile when you pick up the receiver and make the caller feel like a valued member.
- Receive and respond to organizational and personal AW email address. If unable to provide the correct answer to questions, forward email to Staff member that can follow through on a response.
- Maintain new and renewing members through:
 - Processing transactions from website (daily), mail (as generated by bookkeeper), and events (as they occur)
 - Sending welcome emails (daily)
 - Developing and sending print and email solicitations, reminders, and thank you communication to members
 - Preparing special acknowledgment letters for tax purposes
- Maintains organization’s membership database (eTapestry)
- Work with bookkeeper to prepare eTapestry reconcile report (weekly)
- Prepare ‘major donor’ thank you letters (weekly)
- Coordinate product fulfillment (daily/weekly)
- Prepare mailing lists for various member outreach efforts
- Prepare Membership Report (monthly)
- Work with bookkeeper to manage Kayak Session subscriptions
- Research the need for on-going membership promotions regarding demographics and market segmentation data

- Track the success and overall performance of membership activities
- Evaluate current eTapestry database and provide feedback on effectiveness and/or need for improved systems

Qualifications and Requirements:

- Exceptional people skills and high level of proficiency in written and oral communication skills including listening and speaking
- Strong customer service orientation and satisfaction in providing assistance
- Genuine enjoyment in meeting others and learning about them
- Strong project planning, critical thinking, and problem solving; self-motivated and self-directed with an entrepreneurial spirit
- Able to successfully manage interruptions and details
- Experienced in the use of computer based constituent relationship management system for membership tracking.
- Proficiency in Microsoft Office software (Word, Excel, and Outlook) and use of the Internet
- Database and web application knowledge, experience with eTapestry is a plus
- Enjoy working in a fast paced and dynamic team environment
- Bachelor's degree in related field, advanced degree preferred
- Three (3) years working in the nonprofit sector or similar customer/guest service experience
- Valid driver's license

Travel and Other Requirements:

- Travel may be necessary, up to 10% of the time (local, regional, and national) - would require travel by air and automobile
- Candidates must be willing and able to work a varied schedule that may include early mornings, nights, weekends and holidays

Compensation:

- Salary commensurate with experience
- Paid vacation time
- Retirement package

Reports to:

- Executive Director

To Apply:

- Please provide the following:
 - A cover letter specific to your customer/guest service skill set
 - Two samples of your writing
 - Three references with contact information
 - All material needs to be submitted electronically to mark@americanwhitewater.org (no calls please)
- Deadline for submission is June 1, 2018 or until position is filled

American Whitewater values a collaborative, team oriented, work environment. Success is shared with all stakeholders; staff, volunteers, board members, canoe clubs, government agencies and other partners. If you thrive in partnership, information sharing and collaborative processes, AW can be a very rewarding work experience.