

JOB ANNOUNCEMENT FROM A BETTER CITY

Manager of Membership, Marketing & Communications

BUSINESS DESCRIPTION

A Better City (ABC) is a nonprofit membership organization that provides the business and institutional leadership essential for ensuring progress and tangible results on transportation, land development, and environmental investments that are vital to sustaining and improving the Boston area's economy and quality of life.

POSITION DESCRIPTION

The Manager of Membership & Communications is responsible for overseeing and managing the organization's membership development activities, membership services, and external communications as detailed in the organization's annual work plan. This position works closely with ABC's Board and senior staff to advance the mission and goals of the organization and shall perform all duties as directed.

MEMBERSHIP DEVELOPMENT

- Lead efforts to create and implement a membership development plan to reach annual membership goals
- Manage the outreach process to prospects for ABC staff and Board— make telephone calls, write letters, set up meetings and follow-up on all activities
- Responsible for the production of the ABC membership marketing kit and other related materials
- Manage the activities of the ABC Membership Development Committee
- Work with ABC staff on membership retention activities
- Coordinates, organizes and implements events and other activities that promotes membership in the organization
- Assist in efforts to develop non-membership revenues for the organization

MEMBER SERVICES & EVENT PLANNING

- Provides a high level of customer service including building strong relationships with members and non-members
- Manage ABC contacts database (ACT!) including updating as needed, report generation and on-going maintenance
- Service member needs and refer to appropriate staff for assistance
- Manage outreach to all members prior to each Board Meeting, including working with staff on calling lists and for maintaining attendance lists and meeting statistics.
- Work with staff to ensure the proper tracking of data regarding member participation in ABC activities
- Schedule and attend meetings, make telephone calls and provides clerical assistance as needed
- Assist and/or lead in the planning and coordination of ABC meetings and events
- Manage ABC's annual awards event, overseeing all event related communications, and coordinate with event planning firm
- Track sponsorship fundraising for the annual awards event, and coordinate meetings with the Host Committee

COMMUNICATIONS & MARKETING

- Create and maintain engaging content for ABC's communication platforms and marketing efforts, including website, blog, photos, videos, infographics, policy alerts, press releases, brochures, pamphlets, reports, and e-newsletters
- Coordinate, implement and assist in the development of plans, materials and activities for promoting ABC
- Manage the day to day communications needs of ABC including copy and design support for publications and reports
- Work with ABC's communication consultant to build and maintain relationships with media to increase public exposure, archiving press pieces, and project related stories
- Assist in the coordination of and participates in community relations and outreach
- Manage public relations communications and respond to information requests
- Manage ABCs social media accounts and engage followers
- Track and report on the performance of ABC's communication and marketing efforts

DESIRED SKILLS

- Bachelor's degree in marketing, business, communications or related field with 2-5 years of experience
- Well-organized, efficient and able to coordinate several on-going projects and ensure high quality work
- Confident communicator with excellent interpersonal skills

HOURS/COMPENSATION

- 40 hours/week
- Salary commensurate with experience

HOW TO APPLY

A Better City is an equal opportunity employer. We have a convenient downtown Boston location. We offer competitive salaries and benefits. Benefits include health insurance, short-term & long-term disability plans, group life insurance, 401(k) plan, and generous paid holiday plan & vacation schedule. Cover letters and resume via email only to careers@abettercity.org by January 22, 2014.