



EARTHQUAKE ENGINEERING RESEARCH INSTITUTE
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EMPLOYMENT OPPORTUNITY

<i>Job Title</i>	Membership and Communications Manager
<i>Reports To</i>	Executive Director
<i>Anticipated Start Date</i>	April 1, 2019
<i>Exempt Classification</i>	Exempt
<i>Employee Type</i>	Regular Full-Time (37.5 hours per week)

Opportunity Summary

The Earthquake Engineering Research Institute (EERI) -- a non-profit membership-supported technical society dedicated to reducing earthquake risk -- seeks a proactive, creative, experienced, and technology-aware Membership and Communications Manager. This person will be a primary liaison with the Institute's approximately 3,000 members with lead responsibility to design, implement, and assess our membership retention and recruitment campaigns. The Membership and Communications Manager will also be responsible for developing and deploying an integrated communications plan to increase the overall branding, visibility and reach of the Institute to its members, other stakeholders, and the public.

The Membership and Communications Manager must be self-motivated, flexible, an excellent communicator, and an outstanding team player. This position requires someone eager to use our data and their knowledge of industry trends to develop innovative strategies then deliver on that vision by completing necessary tasks from simple to complex. Strong planning and organizational skills are essential because activities will vary in scope, timeline, and team size. Experience with membership development and retention is necessary, preferably with a nonprofit association.

The Membership and Communications Manager should be adept and comfortable working in a collaborative working environment amongst a small staff and many professional volunteers. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences or meetings.

EERI (www.eeri.org) is a non-profit membership-supported technical society dedicated to reducing earthquake risk. It has an international audience of professionals from many disciplines associated with earthquake engineering and risk management. Our 3,000 members are organized into volunteer committees, projects, and both regional and student chapters that conduct activities to achieve our mission. A small eight-person staff runs the organization from a casual professional office at City Center in downtown Oakland on the BART line.

The salary range will be from \$70,000 to \$85,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

Duties and Responsibilities

This employment opportunity is intended to provide an overview of the essential functions and qualifications of the job, and is not intended to be an all-inclusive list of duties and responsibilities. Other duties must be completed as assigned, and collaboration and teamwork across teams is required.

Lead Membership Program and Activities:

1. Develop a comprehensive program for membership recruitment and retention with clear goals and membership targets (both short-term and long-term) that is informed by analysis of Institute objectives, membership data, and industry trends. This program should include, but is not limited to:
 - a. conducting email and letter campaigns;
 - b. managing and motivating members to participate in various programs and activities;
 - c. writing and producing promotional materials;
 - d. developing and directing membership marketing and outreach activities;
 - e. designing a successful annual membership renewal campaign;
 - f. developing campaigns and activities specifically focused on certain strategic subsets of the membership;
 - g. creating appropriate membership policies;
 - h. designing membership outreach and feedback activities at EERI annual meetings and conferences;
 - i. analyzing membership data and results;
 - j. conducting outreach and recruitment activities at events and conferences; and
 - k. implementing new membership strategies and programs.
2. Ensure successful implementation of the membership recruitment and retention program by leading the staff membership team, creating clear roles and milestones for all members of the staff membership team, tracking team progress, updating strategies as needed to ensure success, and reporting results to EERI leadership.
3. Serve as the staff liaison to the Membership Committee and any other related committees or working groups.

Lead Communications Activities:

4. Develop, implement and maintain an integrated communications and public relations program to increase the overall branding, visibility and reach of the Institute. This program should include, but is not limited to, websites and web properties, printed and electronic materials, social media channels, email communications, logo design and usage, consistent and accurate communications verbiage, materials for media relations, and communication assessment tools.
5. Lead, guide, and collaborate with various staff members to ensure successful implementation of the communications and public relations program, and all marketing activities.
6. Create marketing materials and execute communications strategies for webinars, seminars, annual meetings, national conferences, and other program or advocacy initiatives.
7. Serve as primary writer and editor of EERI newsletters and special membership or communications-focused publications, and supervise all outside vendors in their preparation and delivery.
8. Develop and maintain a media relations strategy and response plan.
9. Oversee to the administration and maintenance of EERI's websites and social media channels, by collaborating directly with EERI's IT consultant, other staff, and volunteers.

Qualifications

Education and Experience

- Bachelor's degree in a related field
- Five years working in a professional environment
- Proven ability to effectively manage multiple projects and assignments
- Proven ability to design and implement complex programs and activities
- Proven ability to lead diverse teams with staff and professional-level volunteers
- Recent experience with membership development and retention
- Recent experience with marketing, communications, and media relations
- Experience working with non-profit organizations

Skills

- Excellent task and project management skills
- IT savvy, including website updating using content management systems (Joomla, WordPress)
- Advanced proficiency in Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Gmail, Drive), including mail merge functions.
- Proficiency in Adobe Creative Suite (Photoshop, Indesign)
- Familiarity with database management
- Familiarity with program budgeting and financial tracking
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Outstanding proficiency in English language

Salary Range and Benefits

It is anticipated that the salary range will be from \$70,000 to \$85,000 based on the candidate's qualifications and experience. EERI provides a comprehensive employee benefits package, paid vacation, holidays, and sick days.

Working Conditions

EERI has a casual professional work environment in City Center Oakland on the BART line. This position may require occasional evening and weekend work. Travel is required for EERI's Annual Meeting and occasionally for other U.S. conferences, meetings, or other activities. Travel may also be required immediately following earthquakes in North America, and for some international conferences.

Physical Requirements

Position requires long hours of sitting and using office equipment and computers. Light lifting of supplies and materials may be necessary from time to time, including set-up of simple audio-visual equipment, EERI display and marketing materials, and signage for events.

Direct Reports

No direct reports, but can direct the various staff members and interns as necessary to successfully complete duties.

About EERI

EERI (www.eeri.org) is a non-profit membership-supported technical society dedicated to reducing earthquake risk. It has an international audience of professionals from many disciplines associated with earthquake engineering and risk management. The Institute undertakes a number of projects for federal and international agencies and foundations, as well as internally funded projects that benefit the Institute and its 3,000 members.