



## **Membership Director**

### **JOB DESCRIPTION:**

Tigerlily Foundation's Membership Director is responsible for growing and servicing Tigerlily's member base, developing campaigns to grow members, and implementing membership projects. This position is also the first point of contact for members, responding to member needs and requests. Strong written and verbal communications skills required; as well as experience in non-profit field, in planning and implementing online marketing campaigns, including social media. Must be detail and customer service oriented. Membership experience a plus. This is a volunteer position.

### **RESPONSIBILITIES:**

- Develop and implement membership and outreach strategy for recruitment of new members and retention of current members.
- Coordinate, manage, track, and evaluate all membership and renewal activities, including new member mailings, renewal mailings, and special appeals.
- Develop programs and services for members.
- Develop and execute member and community surveys and polls, focus groups, and interviews to determine member needs and programs.
- Develop membership marketing and promotional materials, including welcome kits and collateral to use at events and in direct marketing campaigns, in collaboration with the Communications Manager.
- Coordinate special events for members as needed.
- Work with staff on communicating member needs through website, newsletter, and other communication vehicles.
- Respond to requests for information from members
- Contribute to newsletter, publications and website.
- Create ongoing annual membership plan with goals and metrics for projects, monitor and report on progress against goals.
- Actively participate in staff calls and leadership team meetings.
- Develop budgets and track financial progress of member acquisition, retention, and marketing projects.

### **About Tigerlily Foundation**

Tigerlily Foundation's (Tigerlily) mission is to educate, empower, advocate for and provide hands-on support to young women, ages of 15-40 – before, during and after breast cancer.

**For More Information:** Email Nicolette Boxe, Director of Recruiting at [nicolette@tigerlilyfoundation.org](mailto:nicolette@tigerlilyfoundation.org) or email [info@tigerlilyfoundation.org](mailto:info@tigerlilyfoundation.org) for more information.

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