Membership & Development Manager

The Oregon Association of Naturopathic Physicians is a small professional association representing naturopathic doctors (NDs). Established in 1909, we are one of the oldest and largest organizations representing naturopathic physicians in the country. Our mission is to promote our members and the naturopathic profession while improving the health of Oregonians through the advancement of naturopathic medicine.

Position Summary:
We are looking for a self-starting, motivated person who excels at doing customer relations and marketing, and proficient with website maintenance and social networking. This position is responsible for development of both professional and corporate membership, including participation in events and continuing education seminars as opportunities to build relationships.

This is a part-time job but flexible on hours and may be open to some of the work being done from home, making this a great job for consultants or professionals who are currently part-time students or stay-at-home parents!

We’re looking for someone to take ownership of growing our professional and corporate membership – this is NOT a “punch the clock” type of job! Successful candidate will be innovative, interested in making suggestions to improve the program, and creative in packaging and promoting membership.

Necessary skills:
- Excellent knowledge of marketing and customer service, including setting up and managing tickler files.
- Comfortable writing strategic plans, analyzing markets and marketing potential.
- Skilled at writing promotional materials, membership materials, and developing newsletter content.
- Adept at making a sales pitch, comfortable with fundraising, and recruiting new corporate partners.
- Ability to nurture ongoing relationships with corporate partners to ensure solid retention each year.
- IT Proficient – including website maintenance using WYSIWYG editors, ability to maintain and add records, run reports and manipulate lists in a web-based association management platform, word processing, spreadsheets, desktop publishing, email, email marketing, etc.
- Extremely well-organized, goal-oriented and very high attention to detail.
- Articulate and comfortable picking up the phone and calling people to track down information, following up on lapsed memberships, and responding to inquiries.
Must be able to understand the end goal and be able to create and execute the step by step tasks needed to accomplish the goal. Must be task oriented and self-starter.

Willing to learn, and confident in proposing innovative ideas to management.

Comfortable working independently and remotely.

Preferred skills:
- Already savvy with IT, website maintenance and social networking.
- At least two year’s marketing experience, preferably with a membership organization.
- Familiarity with naturopathic and/or other health philosophies preferred, but not required if fundraising skills are excellent.

Essential Duties & Responsibilities:
- Develop goals and action plans with Executive Director for membership development and retention, including corporate sponsorships.
- Provide analysis of existing programmatic and membership materials as well as membership retention rates and opportunities for improvement.
- Develop strategic plan for expanding corporate sponsorship program, improving member benefit offerings, and increasing overall membership.
- Develop and implement strategy for increasing non-dues revenue.
- Write membership and sponsorship recruitment materials, appeal letters, brochures, etc.
- Initiate internal communications, including developing newsletter content, email blasts, event announcements, awareness of member benefits, etc.
- Develop regular mechanisms for providing excellent customer service to existing corporate partners and relationship building with prospective partners.
- Identify, recruit, provide member services and track benefits provided to corporate sponsors to ensure that all sponsors receive benefits offered.
- Create partnership proposals for prospective corporate members in the supplement, nutrition, whole food/beverage and natural products industries.
- Ensure sponsorships and donations are accurately acknowledged and tracked.
- Respond promptly to inquiries from prospective members, members, Directors, and others.
- Assist in creating and updating membership and marketing materials, including letters, flyers for upcoming events, welcome packets, fact sheets, directories, surveys, and others.
- Assist the Director and Board members as necessary in planning and executing events and day-to-day operations of the office.
- Manage execution of bi-monthly membership meetings and up to 10 regional and national conferences and trade shows per year to cultivate relationships and association image.

Location: Downtown Portland, West side of Ross Island Bridge
Compensation: $18,000-$25,000. No benefits. 3 weeks PTO. Incentive bonus available.
• This is a part-time job – 20-30 hours/week, flexible hours
• Principals only! Recruiters, please don't contact this job poster.
• Please, no phone calls about this job!
• Please do not contact job poster about other services, products or commercial interests.

Other:

Language skills: Accurate, professional English writing and public speaking skills are essential. Ability to respond to inquiries or complaints from donors or members in a professional and friendly way. Ability to write reports or correspondence without grammatical or typographical errors. Ability to speak effectively to donors, sponsors, members, the general public, students, and partners.

Reasoning ability: Must be able to identify and orchestrate tasks necessary to accomplish goal. Must be personable and able to relate and interface effectively with doctors, students, donors, and staff.

Vehicle: Requires own vehicle transportation, a valid driver’s license and car insurance. Vehicle occasionally needed to transport booth displays and materials.

Physical Demands: This position requires the ability to talk, hear, and see. The employee is frequently required to sit for long periods of time using a computer monitor and keyboard; use hands to finger, handle, or feel; and reach with hands and arms. The employee will also be required to stand, walk, stoop, kneel or crouch to pick things up or move displays around. Employee must be able to lift and/or move up to 50 pounds occasionally. Specific vision abilities required include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: This is a small office with a shared open desk format.

Email cover letter and resume to jobs@oanp.org by March 18, 2015