
Vermont Maple Sugar Makers' Association

Job Title	Membership Manager
Reports to	Executive Director
Status	Exempt, 30 hours/week, remote
Pay Rate	\$25/hour, annualized over 24 pay periods to \$39,000/year
Updated	June 2024

Job Summary

The Membership Manager is the thought leader for the Association in all areas of membership and is the in-house expert on the Association's membership database. They are responsible for coordinating and implementing all aspects of the Association's programs, events, and membership recruitment, retention and development. They work closely with the Executive Director to create and implement the Association's strategic plans related to membership.

Supervisory Responsibilities

None

Essential Duties and Responsibilities:

Membership Database

- Act as the in-house expert on the Association's membership database, Neon.
- Share feedback with staff members on the best use of Neon for full functionality across program areas and for consistency and accurate reporting.
- Be a self-learner, using tools available from Neon and other appropriate resources, to continue to improve knowledge and use of Neon.
- Ensure accuracy of database information through regular reporting and database audits.
- Document all decisions across the database

Member Communication, Outreach & Education

- Responsible for oversight of Association's member newsletters (printed and emailed), including the creation of a quarterly editorial calendar, surveying members, suggesting new ideas and formats, and soliciting articles from guest writers.
- Coordinate cost and timeline of printing with graphic designer and printer/mailer of printed newsletters to ensure target dates and budgets are met or exceeded.
- Creates and updates VMSMA member-facing website content (including the online store).
- Acts as admin for the Association's closed Facebook group for members and adds appropriate posts and information for appropriate engagement with members.
- Oversight of member renewal process for annual dues, industry member dues and printing and mailing membership cards.
- Lower barriers for members to access and update their information online and make use of VMSMA's online membership resources.
- Actively seek out, identify and connect with prospective new members and lapsed members.
- Participate in various networking and promotional events, as needed.

Member Retention & Recruitment

- Staff the Membership Committee to collaborate on ideas for planning and implementing member recruitment, new benefits, and areas for improvement.

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- Create, maintain and develop relationships with Association members.
- Solicit feedback from members - past, present and prospective - on how the Association could meet their needs.
- Research and recommend benefits and relationships to attract and cultivate new members. Collaborate with Executive Director to launch new benefits.
- Ensure continuous maintenance of membership database and information accuracy.

Event Planning and Management

- Create and execute successful events, including but not limited to registration, identifying venues, audio visual needs, taking minutes, coordinating additional vendors (photographers, caterers, etc.), and identifying event sponsors. Events include VMSMA's Annual Meeting, Annual Maple Conferences, and in-person Board meetings.
- Ensure the Association's website is updated regularly to include appropriate information for events.
- Maple Open House: Coordinate pricing and registration of members and marketing partners for Maple Open Houses. Work with Association partners to ensure we cross-promote these events. Collaborate with Executive Director on advertising and the event's value proposition for registrants. Ensure that registrant details are correct and updated as needed throughout the end and share information to post on social media.. Coordinate mailing event materials to all registrants prior to the event. Collaborate with current web developers to ensure all web interfaces for the live event map are accurate and working correctly. Answer consumer questions about travel to Vermont during Open Houses.
- Maple Passport Program (the Maple Meander): Coordinate registration of members and marketing partners for this year-long agritourism program. Mail out program materials to registrants, collaborate with Executive Director to effectively market the program to sugar makers and consumers, integrate registration with other events (like Open House) to garner more attention, and continuously improve program offerings. Answer consumer questions about travel to Vermont to visit sugar houses.
- The Big E: Coordinate volunteers for our Big E Booth in Massachusetts each fall. Includes creating a form to solicit interest and creating the volunteer schedule, with contact information. Volunteer in the booth for at least 3 days during the event.
- Update the Association website with maple-related and Association-sponsored events.

Consumer Relationships

- Answer emails that come through the general contact form on the Association's website.
- Serve as the "maple concierge", especially during the maple season when fielding questions from visitors to help folks decide how, when and where to visit.
- Share recommendations on recipes and products in response to questions from consumers.
- Update the website with new recipes that showcase maple as a pantry staple.

General Association Work

- Work closely with appropriate Board committees to assist with their work and share feedback to inform the work.
- Stay informed of trends for producer associations, non-profits and similar organizations to share areas for improvement

- Stay up to date on maple-related projects and work to inform member conversations and communications, both inside the Association and from other maple producing states (or general industry work).
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- Annual Maple Awards: Solicit nominations from membership and the Board for Annual Maple Awards, update website with any new award winners, coordinate engraved awards and the awards process at the Annual Meeting.
- Coordinate event attendance with annual Maple Ambassadors and share their information as part of annual member communications.
- Coordinate inventory replacement for the online store and make suggestions for new items.
- Track monthly statistics (membership, inventory, online and social media analytics, etc.) and make recommendations for improvement.
- Board meetings: Assist in scheduling, procuring catering for in-person meetings, taking and typing up minutes.
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- Other duties as assigned.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General Qualifications

- Love of Vermont Maple!
- Ability to anticipate and solve problems, offer solutions and work toward continuous improvement in all areas of the Association's work.
- Must be enthusiastic and enjoy working with internal and external customers.
- Be proactive with regard to creative self-learning and professional development. Attend all required meetings, trainings, seminars and workshops.
- Demonstrated excellence in customer service.
- Outstanding communication skills – excellent listening skills, effective and clear speaking and writing skills. This includes the ability to take complex issues and make them approachable and understandable for a diverse audience.
- Ability to handle multiple demands, remain calm, think quickly and problem solve.
- Demonstrated ability to work independently within established guidelines.
- Demonstrated ability to create and execute successful events.
- Ability to work well with others in a cooperative environment where teamwork and constant communication is essential.
- The ability to foster an inclusive environment that can bring together sometimes disparate stakeholders to achieve meaningful results.
- Ability to work a flexible schedule with some statewide and out of state travel, including nights and weekends as necessary.
- Excellent organizational skills and demonstrated ability to follow through on commitments.
- Demonstrated ability to handle multiple demands and prioritize effectively.
- Solid knowledge of Google workspace, presentations and database computer software; ability to update web content.

Confidentiality/Discretion

Privy to confidential membership and business documents such as financials and organizational projections and strategies. High degree of confidentiality and discretion required.

Decision Making Authority

Make decisions that affect workflow and procedures within established guidelines. Involved in decision-making for Association planning as well as immediate and long-range planning, tactical and strategic thinking. Decisions of broad consequence may have little external input.

Physical Demands

Must be able to stand, walk, use hands to handle and feel, reach with hands and arms, climb or balance, stoop, kneel, crouch or crawl, talk, hear, see at a distance of 20 inches or less, carry and lift 25-50 lbs. occasionally.

Language Skills

Ability to speak and write fluently and understand English language comprehensively.

Communications Skills

Outstanding communication skills – excellent listening skills, effective and clear speaking and writing skills. This includes the ability to take complex issues and make them approachable and understandable for a diverse audience. Ability to write reports, business correspondence, and procedure manuals and guides. Ability to effectively present information and respond to questions from members, employees, legislators, the general public, and other stakeholders.

Technical Skills

- Computer proficiency and detailed working knowledge of the following computer programs: Zoom, Gmail, Dropbox, Vimeo, Google Calendar, Google Drive, Word, Excel, and database software.
- Proficiency with email marketing programs.
- Experience with social media platforms preferred, but not required.
- Knowledge of membership databases (especially Neon), preferred.

Mathematical Skills

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rates, ratios and percentages and to draw/interpret financial reports.

Reasoning Ability

Ability to collect data, establish facts, and solve practical problems. Ability to deal with a variety of abstract and concrete variables.

Education and Experience

- Minimum of an Associate's Degree from an accredited college or university. In lieu of a degree specifically related to this position, prior related job experience will be considered.
- Knowledge of and interest in Vermont's maple industry required.
- Public speaking experience and excellent writing and editing skills required.
- Event planning experience preferred.

Work Environment

VMSMA does not have a physical office. Work is mostly from employee’s home or other offsite location. Some statewide travel required and position requires a dependable vehicle and valid driver’s license..

Excellence in this position

- Sense of humor!
- Commitment to superior member service and to providing the highest quality membership experience possible.
- Demonstrated ability to follow through on responsibilities with little oversight..
- Proactive with regard to creative self-learning and professional development.
- Being a team player, providing outstanding service, and contributing to the successful operations of the Vermont Maple Sugar Makers’ Association..

Signed by:

Employee (Printed Name)	Employee (Signature)	Date
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Supervisor (Printed Name)	Supervisor (Signature)	Date
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