

# Membership Growth Manager

## National Court Reporters Association

Reston, Va.

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Do you have a strong membership background and keen interest in leading membership recruitment, retention, and renewal campaigns, with a strong focus on membership growth?

The Membership Growth Manager will be responsible for growing and supporting membership at NCRA. You will recommend and develop successful membership strategies and rely on your communication skills to articulate a compelling value proposition to members and prospects. This position requires a person who is marketing focused and capable of not only proposing campaigns, but also taking them through execution and data entry, to measurement and reporting of results.

### **Responsibilities include, but are not limited to:**

#### **Membership Recruitment and Retention (75%)**

- Analyze membership data and the court reporting, captioning and videography environments to recommend, develop, and execute campaigns to drive membership goals for recruitment growth and renewals.
- Procure leads lists by actively searching court reporting and court system websites for prospects and engaging with firm owners and school administrators and utilize to develop recruitment initiatives.
- Identify prospect opportunities through relevant industry events and ensure marketing materials are present.
- Maintain relationships with state associations, including communicating about and processing annual membership giveaways to state conferences for their fundraising efforts. Track state membership numbers.
- Collaborate with marketing and social media to develop successful marketing campaigns (consider paid advertising, lead generation, etc.). Test, track, measure, and communicate success of each campaign.

- Embrace data analysis and research to understand member needs, personas/segments, and career journeys. Analyze market trends and identify new markets.
- Work with leadership on ideas to support membership engagement, and drive implementation, from pop-up networking events and community discussion topics to low-cost membership webinars.
- Drive marketing efforts to support recruitment, retention, and renewal messaging. Run the annual membership renewal process.
- Review and proof member emails, print and online ads.
- Mine member activity data to identify early indicators of members being at-risk, work with Marketing to communicate member benefits appropriately.
- Develop strategy to recruit nonmembers who attend programs and/or purchase products and services.
- Implement campaigns directed at renewing lapsed and expired members. Follow up with non-renewed members, working with them individually if necessary, on a payment plan.
- Write articles for print and online materials on membership topics including benefits of membership.
- Oversee and understand the budgets and resources devoted to these activities and implement programs in alignment with the strategic plan.

### **Membership Administrative Support (20%)**

- Use CRM to sign up new members, process payments, run reports, access member data, and analyze trends.
- Take ownership of member data in our CRM, maintaining accuracy, and cleaning data periodically.
- Pull email and mailing lists from CRM for marketing.
- Consider ways to survey and / or encourage membership to update their contact information annually to ensure accurate and up to date member information in the database and in the member directory.
- Attend monthly meetings with third party vendors including the call center and insurance affinity partner. Provide support, communicate timely information, forward invoices for approval, and assist in the updating of training materials for call center staff as needed.
- Maintain and report membership metrics and growth campaign results to Director weekly.

- Assist with responding to membership emails in a timely and knowledgeable manner and support financial and membership processing as needed.
- Other duties as assigned.

### **Committee Support (5%)**

- Serve as staff liaison to the Membership, Marketing and Outreach Committee, and other ad hoc committees and task forces, attending conference calls and meetings when appropriate.

### **Requirements**

#### **Knowledge and Skill Requirements**

- Demonstrated ability to work independently, with minimal supervision and show initiative.
- Acute attention to detail; you possess an excellent analytical, process-oriented problem-solving ability and mindset.
- Knowledge and proven ability to use Microsoft Office products and general office equipment.
- Familiarity with Protech Associates CRM or similar database required. Strong CRM skills preferred as you will be expected to be a power user. Web and CMS skills preferred.

#### **Education/Training/Experience**

- Bachelor's degree required.
- 3-5 years' experience with an association or individual membership organization.
- Experience working with membership and committees a plus.

#### **Expectations**

- Engage with colleagues as a team player and provide support, encouragement, advice, and understanding, as needed.
- Commit to ongoing learning and professional growth by taking initiative and engaging in additional responsibilities, as appropriate.
- A deep desire to seek out opportunity areas; you proactively make suggestions or implement improvements.

- Relentless work ethic: you are ready to wear many hats and take on tasks that may, from time to time, fall outside of scope but are necessary in order to achieve our goals.

### **Location and travel**

- This role is based at NCRA headquarters in Reston, VA. Position is full-time, with a 3-month evaluation period. We are currently working remotely.
- Represent Membership at our annual conference in late July/early August.
- Possible travel to 1-2 events around the US throughout the year, if necessary for marketing.

### **To apply**

Send cover letter and resume to Human Resources at [jobs@ncra.org](mailto:jobs@ncra.org)