



Title: Manager of Membership and Engagement

Hours: Full-time, salaried

Reports to: Director of Membership and Engagement

Location: Remote, must be in the United States

Application Deadline: November 6th

Position Start Date: January 19th

Position Summary

The Membership and Engagement manager plays a critical role in account management, activation, and growth of The Conservation Alliance's (TCA) membership network. Known as the leading business coalition for conservation in North America, TCA's business network is central to how the organization builds and deploys its levers for impact. As such, this position will play a crucial role in managing the member network to drive value for both business partners and the conservation movement. Reporting to the Director of Membership and Engagement, this person will help execute and evolve TCA's membership strategy; manage critical member engagement and recruitment programs; coordinate across TCA staff to ensure member engagement, growth, and retention is effectively and efficiently implemented; help drive sponsorship and fundraising efforts with business members, innovate and ideate new and creative ways to engage and deploy the power of the business alliance; and support the organization's fundraising efforts from non-membership sources.

Responsibilities

Member Engagement - 60%

- Collaborate across the organization to develop and implement alliance-wide and bespoke strategies to stimulate and strengthen member engagement across all programmatic areas including those related to advocacy, grantmaking, communications, and marketing.
- Manage business account management efforts, including effectively collaborating with and incorporating relevant staff into member projects and conversations and utilizing TCA's CRM system.
- Manage community-building efforts within the TCA business network to foster member value, member engagement and member-to-member networking and collaboration (ie. member Slack community).
- Work with communications and marketing staff to create content and materials to distribute to current and prospective members for business recruitment, engagement, and sponsorship purposes.
- Attend and participate in conferences, events, and trade shows to engage and recruit TCA members.
- Provide support for membership-related event planning and implementation including field events, regional member gatherings, and TCA's D.C. Fly-In.
- Support marketing initiatives that are aimed at engaging members and fundraising for TCA.
- Provide input to strategic organizational decisions that affect membership.

Member Recruitment - 20%

- Support the implementation of TCA's membership growth and business development strategy by building a pipeline and recruiting members from existing and new industries and locations.
- Work across the organization to ideate and develop strategies and tactics to grow TCA's business membership and help advance TCA's advocacy, grantmaking, and revenue generating goals.

Member Operations - 10%

- Support all membership data, tracking and reporting efforts, including utilization of TCA's CRM system.
- Support the annual member invoicing communications and reminder process.
- Advance the internal systems and processes to facilitate and track efficient and consistent member engagement efforts across the entire staff.
- Support the annual member survey process through survey development, dissemination, and reporting.

Strategic Partnerships - 10%

- Collaborate on developing and evolving funding models to support the organization's conservation strategy.
- Work with staff and BOD members in pursuing and retaining sources of non-membership funding (e.g. individual and foundation giving).
- Initiate, manage, and coordinate relevant strategic partnerships with other related associations, organizations, and groups to help recruitment and retention of membership.

Skills and Requirements:

- Strong interpersonal and communications skills
- Effective organization and time-management
- Sound project management skills
- Ability to travel up to 10% of the time

Preferred qualifications:

- Experience with CRM System
- Business development or sales experience
- Relevant experience for account management, relationship management, or client services
- Event planning or management experience

-

Compensation and Benefits:

Location:

- This position can be remote and based anywhere in the United States.

How to Apply:

- Please send a cover letter and resume to jobs@conservationalliance.com with "Membership and Engagement Manager" in the subject line. You will receive confirmation of your application within five business days. No phone calls, please.

WHAT TO EXPECT

When you join our team:

- You can expect to work with a small team of passionate people that are creative, scrappy, and committed to having an impact and getting their work done.
- You will have great benefits and work-life balance.

Compensation:

- The Membership and Engagement Manager will be compensated with a competitive base salary (\$70,000-\$80,000) depending on experience and skill set), and have access to a strong benefits package, including:

- A 401k plan with a 5% employer match
- Employer sponsored health insurance plan (medical, dental, vision) where employer covers 90% of premiums
- \$75/month cell phone/internet reimbursement
- Generous PTO and org holiday schedule
- Access to outdoor industry pro deals

Eligibility:

- The Conservation Alliance is an equal opportunity employer. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status or current employment status. We value diverse experiences and educational backgrounds.
- Many different research studies have concluded that women and people of color are less likely to apply for jobs unless they believe they check off every qualification described in a job description. At Conservation Alliance, we believe that the best candidate for the job may come from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.

Our Commitment to Justice, Equity, Diversity and Inclusion

In order to achieve our vision, we must actively work to create systems of inclusion within ourselves as individuals, within our organizational culture, processes, and programs, and through our role in a greater conservation and environmental movement. This work takes time and consistent, life-long commitment. As a coalition of business leaders and conservationists, we feel an acute urgency to demonstrate our sincerity through our actions. Yet, we understand that meaningful and lasting change begins with gaining clarity and alignment on our intended outcomes and how to get there. We strive for a blend of humility, patience, and determination as we work to transform ourselves, shift our culture, build upon our 37-year organizational history, and connect with networks and communities who have not been part of our alliance in the past. We know that our vision and path forward will evolve, and we commit to being transparent in both our mistakes and successes. We welcome the guidance and feedback of our members, grantees, supporters, and those we have yet to meet. We'll have made meaningful progress when we share ownership of our mission with our partners and communities, broaden access to decision-making power over funding and project priorities, and when we expand and diversify access to our financial resources and political clout. This will require an ongoing practice of evaluating and letting go of existing beliefs, processes, and control, and reimagining what conservation and being a conservationist truly mean.

About The Conservation Alliance:

The Conservation Alliance is the leading business coalition for conservation. Uniting companies across industries, perspectives, and geographies, they harness the collective power of their members to protect lands and waters for future generations. Their dual top-down and bottom-up approach pairs corporate advocacy with funding for grassroots action on the ground. Investing in The Conservation Alliance is not only an investment in protecting the resources businesses depend on—it's a way to strengthen the outdoor economy, ensure recreational access, and provide long-term business resilience. Since its founding in 1989, TCA and its members have helped protect over 125 million acres of land and nearly 5,000 river miles by advocating for common-sense policies and granting \$34.5 million to local groups to improve and protect critical landscapes across the country. With natural

places facing a barrage of threats, they welcome all brands that value North American landscapes to join them in leveraging the power of business to drive conservation.