



POSITION AVAILABLE
MEMBERSHIP AND OUTREACH MANAGER

APPLICATION DEADLINE:
March 7, 2014 by 5 pm

LOCATION: The Environmental Center, 16 NW Kansas Avenue, Bend, OR 97701

PROJECTED START DATE: Late March/Early April 2014

ORGANIZATION BACKGROUND:

The Environmental Center (TEC) is a nonprofit organization based in Bend, Oregon. Founded in 1988, our mission is to embed sustainability into daily life in central Oregon.

A healthy environment is essential for life to thrive on planet earth. At The Environmental Center, we believe that changing how we live, work, play and learn is essential to securing that healthy future, for people and the planet.

We are a team of educators and advocates who translate the big idea of sustainability into practical, local action that makes a difference. We teach children about enjoying and protecting our natural world, we inspire adults to change their behavior, we show businesses how to reduce waste, save energy, and increase profits, and we advocate for government policies that support a healthy environment and a vibrant economy.

Our programs include:

EarthSmart Kids: From classroom presentations to outdoor school days, we teach kids about how to think and act with sustainably.

Rethink Waste Project: We conserve resources and prevent pollution by reducing waste and increasing reuse, recycling and composting in our community.

Sustainable Business: We support and promote local, conscious consumerism and environmentally responsible business practices.

Climate Smart Community: We reduce our community's carbon footprint by promoting energy efficiency and solar power and advocating for climate smart principles to guide future growth.

To learn more about TEC, visit our web site: www.envirocenter.org.



SUMMARY OF POSITION:

This Membership and Outreach Manager works closely and collaboratively with the Executive Director, Development Director and/or other staff, independent contractors and volunteers to achieve the organization's strategic goals related to community outreach and engagement, visibility and fundraising.

We are looking for a highly motivated individual that is passionate about community sustainability. The ideal candidate will work well independently and as part of a team, will have prior experience in outreach and communications, and will have strong people, communication and organization skills.

SUPERVISOR: This position reports to the executive director.

SUPERVISORY RESPONSIBILITIES:

The position hires and supervises contract staff to execute specific tasks and deliverables as well as volunteers/interns from time-to-time that assist him/her in achieving program goals and objectives.

POSITION SCOPE AND DUTIES

Outreach (~50%)

- Lead staff person for planning, overseeing and executing TEC's online presence in a way that engages people in our mission and reflects our brand. Specifics include:
 - Web site:
 - Overall quality control and big picture content coordination for the site as a whole and ensuring that it is dynamic and current.
 - Maintain all elements of homepage, calendar and fundraising pages.
 - Ensure events and news about TEC's member groups and Green Spot listings are reflected on the calendar and the Green News, Green Spotlights and Featured Green Business sections of the home page.
 - Electronic newsletter: Design, write and distribute twice a month
 - Social Media: Maintain TEC's Facebook, Twitter and Pinterest pages. Ensure sites are current and dynamic and reflect the current activities and happenings of TEC.
- Lead staff person for identifying in-person outreach opportunities (tabling, booths, hosting a film or speaker, etc.) for TEC, choosing which ones to participate in, coordinating our participation in those events, and responding to invitations to participate from others.
- Assist other staff in promoting TEC's core events and program activities via TEC's web site, social media and other local online tools and calendars. Examples include MountainFilm, Earth Day Fair and Parade, Green Drinks, Rethink Waste events, Sustainability Awards, etc.

Membership (~30%)

- Annual Membership Campaign: Plan, manage and execute the annual membership campaign, including monthly renewals, thank you letters, year-end appeal, and special appeals (spring/Earth Day, MountainFilm membership drive).
- Member Relations and Stewardship:

- Oversee and coordinate content, production and distribution of our Living The Green Print print newsletter at least three times a year.
- Plan, manage and execute annual member luncheon (June) and annual Donor/VIP party (early December).
- Database: Lead staff person on maintaining the donor (members and major donors, individual and business) information in our Salesforce database. Establish and follow data entry protocols for donor data, complete data entry for all donors and generate lists and reports for mailings and analysis. Requires collaboration with the Executive Director, Development Director and/or Office Manager.

Development Support (~15%)

- Lead staff for TEC's participation in fundraising activities that benefit TEC but are conducted by other organizations. Activities planned (so far) for 2014 include Whole Foods' 10% Day on April 9, the Salmon Run on May 3, and the Jack Johnson concert on August 24. (Examples from the past include Deschutes Brewery's 25th anniversary; 10 Barrel's Drink for Charity, Mt. Bachelor Charity Ski Weeks, Gear Fix Monthly Benefit Day.)
- EarthShare Oregon:
 - Maintain TEC's presence on the ESOR website.
 - Support local annual ESOR campaign activities (recruiting new business and government partners, presentations).
 - Ensure TEC earns required annual points and track point accrual.
 - Prepare and submit annual ESOR re-affiliation agreement.
- Provide periodic support to the executive director, development director and/or contract staff in execution of other fundraising activities, such as the annual major donor campaign, annual business giving campaigns, event sponsorships, and special events.

Other (~5%)

- Develop an annual work plan that includes clear projected results for the year and that are consistent with TEC's mission, vision and strategic plan.
- Participate in monthly check-ins with your supervisor, periodically report progress towards annual results supervisor, and participate in an annual performance review of self and other staff.
- Answer telephone inquiries and provide accurate information about TEC, its member groups, and sustainability in central Oregon.
- Provide vacation coverage for other staff, as needed.
- Complete, in a timely manner, timekeeping, activity and financial reports and other reporting requirements necessary to comply with contracts, grants and other funding agreements, as directed by your supervisor.
- Act consistent with "How We Roll @ TEC: Our Team Charter" in all aspects of your work at TEC.
- Work cooperatively with all TEC staff, TEC's Board of Directors, member group representatives and other TEC partners to achieve our mission and goals.
- Communicate openly and constructively with all TEC staff, Board of Directors and volunteers to achieve program and organizational goals, enable efficient decision-making and maintain positive morale.

Expected Outcomes/Results for 2014

Grow the reach of TEC's online presence, as measured by:

- Website: annual site visits (unique visitors) increase by at least 10%
- Facebook: grow "Likes" by 15%
- Twitter: Increase followers by 15%
- Pinterest: Increase followers by 50%
- Grow e-LTG mail list by 10%
- E-LTG open rate average = 18%

Sustain TEC's visibility in the community, as measured by:

- Strong attendance at TEC's core events, including MountainFilm, Earth Day Fair and Parade, Green Drinks and the Sustainability Awards.
- TEC's participation in community events and activities that reach at least 10,000 people throughout the course of the year.

Grow TEC's membership (small donors less than \$500), as measured by:

- Member renewal rate = 75%
- New Members = 50
- Annual renewal of TEC's participation in ESOR.

MINIMUM QUALIFICATIONS:

- A commitment to TEC's mission.
- Bachelor's degree.
- Strong people skills: genuinely like people, and enjoy and seek out opportunities to build and maintain positive relationships with a wide range of people.
- Demonstrated ability and experience in the following areas:
 - ✓ Using computers to perform regular office work.
 - ✓ Using the internet and on-line tools to market and promote products, services, or programs.
 - ✓ Organization
 - ✓ Communicating effectively, verbally and in writing.
 - ✓ Identifying priorities and then developing and executing a work plan without a lot of direct, day-to-day supervision.

DESIRED QUALIFICATIONS:

Prior experience:

- ✓ Working for a nonprofit organization.
- ✓ Maintaining web sites and writing content for the web using on-line content management systems, especially Wordpress.
- ✓ Supervising part-time staff and/or volunteers.
- ✓ Coordinating event logistics.
- ✓ Using MS Office for Windows, especially Word, Excel and Outlook.

- ✓ Using on-line tools for managing and sending e-newsletters, especially ConstantContact.
- ✓ Using a relational database to manage customers, donors and/or other key relationships, especially Salesforce.
- ✓ Using Facebook and other social media tools to promote a product, service, or cause.
- ✓ Managing contractors to accomplish specific tasks/projects.

WORK SCHEDULE:

This is a full-time, 40 hours per week position. The work schedule will generally be 9 to 5, Monday through Friday, with some schedule flexibility. Occasional early morning, evening and weekend work will be required.

COMPENSATION:

- This is a non-exempt, full-time, hourly position. The wage range is \$15 to \$18 per hour, depending upon experience.
- Benefits include a group medical and dental insurance policy (TEC pays 85% of the premium); a flexible spending account for the employee paid portion of medical and dental insurance premiums; access to a 403(b) retirement savings account (no employer contributions at this time); and a generous paid holiday and personal-paid-time-off policy.

WORK ENVIRONMENT:

TEC is a small nonprofit organization (projected operating budget of \$400,000 in 2014) operating out of an office building we own in downtown Bend, Oregon. We are a small staff team of 7 with a volunteer Board of Directors of 14 and a small but growing pool of volunteers. All staff multi-task and juggle a wide range of duties and responsibilities, with limited administrative support. We do our best to work together as a collaborative team while taking charge of our individual areas of responsibility and the results we are expected to meet each year. Patience and humor help us stay sane and moving forward.

TO APPLY:

Please mail or e-mail a cover letter describing why you are interested in and qualified for the position, a resume, and three to five references to:

Mike Riley, Executive Director
The Environmental Center
16 NW Kansas Ave
Bend, OR 97701
E-mail: mike@envirocenter.org

Your resume must include the following information about your current employer and your last three places of employment: name of company/organization, position held, length of employment, reason for leaving, the name of your last direct supervisor at that organization, and a phone number for that organization.

At least three of your references must be from former employers, supervisors and/or co-workers.

Position Announcement: Membership and Outreach Manager
2/17/14

E-mailed application materials must be sent in a format that can be read by Microsoft Office or Adobe Acrobat Reader; other formats will be rejected. Faxed applications will not be accepted.

Application Process: The above materials are due Monday, March 7, 2014, by 5pm. We will contact you by phone if you are selected for an interview.

NO PHONE CALLS, PLEASE.