

# Membership Coordinator Job Description

Date Available: September 19, 2022

Start Date: November 14, 2022



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## **Job Title**

Membership Coordinator

## **Supervisor**

Noah Swistak, Member Services Manager

## **About The Energy Co-op**

The Energy Co-op is a sustainability-focused 501(c)(12) nonprofit cooperative providing renewable electricity, renewable natural gas, and heating oil services to thousands of households and small businesses in southeastern Pennsylvania. As a member-owned cooperative, our customers are our owners. We are a team-based environment that prides itself on collaboration and employee development.

## **Position Overview**

The Energy Co-op's member network is the foundation of the cooperative and essential to our ability to carry out our mission. To successfully support, engage, and grow this vital community, the Membership Coordinator will focus primarily on member services and communications. Specifically, they will interact daily with a variety of member audiences, as well as external parties and stakeholders, and must enjoy doing so by email, telephone, and in-person. The Membership Coordinator will also work with other staff to evaluate and improve membership retention, engagement, and recruitment strategies and campaigns.

Understanding and balancing member needs with organizational strategies will be important in executing requisite tasks. To ensure success, the Membership Coordinator will be highly organized, keenly empathetic, and able to effectively manage diverse day-to-day responsibilities in tandem with longer term, strategic projects and priorities. In addition, the successful candidate will regularly demonstrate an ability to develop an understanding of and contribute to improvements to the cooperative's organizational processes. Finally, they will be comfortable working as part of a small team while also possessing a level of initiative that allows them to be highly productive when working independently.

In sum, the principal focus of the Membership Coordinator is to deliver a cohesive, robust member experience through increased member engagement efforts and enhanced member benefits. While performing their responsibilities, the Membership Coordinator will also have opportunities to develop their skills and the support of The Energy Co-op in doing so. The Membership Coordinator will report to the Member Services Manager.

The Energy Co-op is located in Philadelphia and operates in the Commonwealth of Pennsylvania. The Membership Coordinator will be expected to be based in the Greater Philadelphia area.

## **Responsibilities**

Following an orientation period of approximately four weeks, the Membership Coordinator will be responsible for: Membership Services & Retention (50%)

- Field, understand, resolve, escalate, and triage (as appropriate) incoming member phone and email inquiries
- Collaborate with the Member Services Manager and Member Services Interns to handle customary, recurring member queries
- Become an expert on The Energy Co-op's programs and member benefits
- Support all outgoing member communications and engagement efforts, collaborating with Member Services Manager and Marketing Manager as needed

- Facilitate, evaluate, and improve the cooperative's member journey across all programs
- Coordinate planning and execution of Annual Membership Meeting
- Aid in the planning and execution of regular and ad hoc membership, educational, social, and recruitment events
- Carry out member e- and traditional mailings related to energy service, our digital content channel *The Current*, events, and more
- Support development of digital and print content and collateral
- Coordinate and support ad hoc projects, as needed

#### Membership Operations (35%)

- Process membership enrollments, renewals, changes, and drops
- Maintain accurate, comprehensive member data in Salesforce database and Constant Contact
- Handle routine membership activities including service activity processing
- Conduct monthly pricing updates across all internal and external platforms
- Work with Member Service Manager and Operations Manager to track KPIs for membership retention and engagement
- Support Operations Manager in compliance with regulatory notice and documentation requirements
- Monitor and manage automated messaging, coordinating with staff to update
- Create and run regular (daily, weekly, monthly) and ad-hoc reporting to support membership management needs
- Coordinate and support ad hoc projects, as needed

#### Membership Recruitment (15%)

- Correspond with residential prospects and successfully enroll new members via phone, electronically, and in-person
- Represent The Energy Co-op at peer, partner, and community events
- Provide support to strategic partnership collaborations
- Coordinate and support ad hoc projects, as needed

#### **Required Qualifications**

- Bachelor's degree in business/public/nonprofit management or related field of study
- At least 2 years of experience in business-to-consumer environment
- Evidenced success navigating and resolving customer inquiries and issues
- Experience coordinating small and large events
- Excellent verbal and written communications skills, with an ability to synthesize information effectively
- Salesforce CRM user experience
- Constant Contact user experience
- Public speaking and presentation experience
- Highly organized with a keen attention to detail
- Strong time management and prioritization skills
- Experience with Microsoft Office Suite

#### **Ideal Qualifications**

- Experience or academic background in renewable energy and/or environmental studies
- Process oriented with strong logical thinking skills
- Experience developing, improving, and evaluating member/customer journeys related to one or more products or services

#### **How to Apply**

Please submit your resume and a cover letter addressed to Hillary Bedeian, Operations Manager, at [careers@theenergy.coop](mailto:careers@theenergy.coop), and use *Membership Coordinator* as the subject line. Tell us how you learned about this

position, why you think you are a good fit, and your salary requirements. Review of applications will be conducted on a rolling basis and the position will remain available until filled. No telephone calls, in-person applications, or recruiters, please.

**Hours, Compensation & Benefits**

This is a full-time, exempt position. Salary is contingent upon experience. The Energy Co-op prides itself on providing a high-quality work-life balance with a competitive compensation and benefits package and generous paid time off.

**Equal Opportunity Employer**

The Energy Co-op is an equal opportunity employer. Policy prohibits discrimination or harassment on the basis of race, color, religion, national origin, ancestry, gender, age, marital status, familial status, sexual orientation, disability, or veteran status. Further, The Energy Co-op supports and promotes equal employment opportunity, human dignity, and all forms of diversity.

**Operating Notice**

The Energy Co-op staff currently works on a remote hybrid basis with most work performed remotely. For now, fully vaccinated employees may choose to work in the office or remotely and other employees must work remotely. As circumstances change, staff members may be required to work from the office to some degree. When working remotely, the selected candidate will – during normal business hours – be expected to 1) be available for virtual meetings, teleconferences, and calls and (2) be required to designate a safe, quiet remote space from which they can perform their responsibilities without distraction. A laptop computer, docking station, monitor, keyboard, mouse, and riser are provided by The Energy Co-op to be used solely for tasks required of the position. The selected candidate is expected to supply their own mobile telephone and reliable internet service for this position.