

**Organization:** Women's Resource Center in Alamance County

**Job Title:** Membership & Marketing Coordinator

**Exempt/Non-Exempt Status:** Non-Exempt

**Location:** 411 West Fifth Street, Suite B, Burlington, NC 27215

**Date:** 07/16/2019

**Characteristics:** Part-time position, paid (20 hours/week Mon-Thurs 10 am-3 pm)

Starting rate: \$15.00/hour

**About the WRCAC:** The Women's Resource Center in Alamance County (WRCAC) was established in 1991 to address the need for programs and services specifically for women in Alamance County and to provide a center conveniently located to serve as a clearinghouse for information for all women in the community. The WRCAC is a 501 (c) 3 tax-exempt nonprofit organization that serves Alamance County as well as parts of the surrounding counties of Caswell, and Person. Our mission is simple. We are dedicated to empowering women to improve and enrich their lives. We provide programs and services to meet the diverse needs of women from professional networking and business development opportunities to supporting, coaching, and mentoring those facing challenging life transitions.

We seek diverse team members who believe in the power of the human spirit and the capacity of people to change and grow.

**Job Description:** Plan, direct, or coordinate marketing of WRCAC events through email marketing, social media and website. Manage our membership database, communicate with our members, and be the staff liaison to our Membership Committee working to attract new memberships and sponsors. Coordinate the logistics of Working Women's Wednesday luncheons. We seek diverse team members who believe in the power of the human spirit and the capacity of people to change and grow.

## **TASKS, DUTIES, & RESPONSIBILITIES**

### **MARKETING AND SOCIAL MEDIA (Time spent: 55%)**

- Promote WRCAC and its events through the use of:
  - Website.
  - Social media.
  - Print media.
  - Community resource partners and outlets.
- Prepare print flyers for use in Chamber of Commerce mailing according to Chamber deadlines using Publisher Program in Microsoft.
- Work with Executive Director (ED) & Board Event Committees to plan, coordinate, manage and promote WRCAC events.
- Responsible for coordinating logistics of monthly Working Women's Wednesday (WWW) events with Alamance Country Club including:
  - Coordinating all event registration details.
  - Communicating number of attendees and special needs menu choices.

- Preparation of print event program, name tags and place cards for the head table.
- Collection of unpaid tickets; handling of funds
- Responsible for accounting of WRCAC funds through sales of tickets, membership or raffle items at WWW events.
- Work with ED to develop an annual plan to increase the WRCAC presence in the community.
  - Promote WRCAC workshops and programs throughout the community through print and media.
- Assist with all WRCAC fundraising events through marketing, networking and relationship building including the Annual Herb Festival and Leading the Way Events.

**MEMBERSHIPS (Time spent: 40%)**

- Responsible for membership records with a minimum of 95% accuracy through:
  - Daily processing new/renewed memberships in CRM DonorSnap database & updating of Constant Contact database.
  - Weekly mailing “Thank You” letters to members and other donors.
  - Mailing membership renewal letters by 15th of the month prior to the program.
  - Managing and coordinating membership registration opportunities at all WRCAC events and at community events as needed.
  - Providing Membership Committee with an updated roster of members by the 1st of each month.
  - Providing Membership Committee with membership lapse listing by the 1st of each month.
- Serve as staff liaison to Membership Committee

**OTHER DUTIES AS ASSIGNED (Time estimate: 5%)**

- Assist Client Resource Counselor by assessing client needs via phone and walk-in making clients feel welcome, scheduling client appointments with Client Resource Counselor to facilitate WRC and other community resources.
- Provide administrative support for WRCAC staff as needed.

**KNOWLEDGE, SKILLS, ABILITIES & OTHER CHARACTERISTICS REQUIRED**

Importance Rating  
(1-5)

**KNOWLEDGE**

- |  |   |
|--|---|
| ● Knowledge of the email marketing and donor management software (ie. Constant Contact, DonorSnap).  | 5 |
| ● Knowledge of principles and methods for showing and promoting services.  | 4 |
| ● Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Bilingual is helpful. | 5 |
| ● Knowledge of business and management principles involved in strategic planning, resource allocation, leadership technique, and coordination of people and resources. | 5 |
|  | 5 |

Importance Rating  
(1-5)

- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction. 4
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media. 5
- Knowledge of Event Planning methods including coordination and execution. 5

**SKILLS**

- Professional demeanor and dress. 3
- Highly organized and attentive to detail. 5
- Technically savvy, demonstrated proficiency in all aspects of MS Office, MS Publisher, Social Media, Marketing Software (Constant Contact), WordPress website maintenance and donor database management (i.e DonorSnap). 4
- Highly skilled at event planning, coordination & execution with attention to detail. 4
  
- Understanding the implications of new information for both current and future problem-solving and decision-making. 5
- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times. 4
- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. 5
- Being aware of others' reactions and understanding why they react as they do. 5

**ABILITIES**

- The ability to listen to and understand information and ideas presented through spoken words and sentences. 4
- The ability to communicate information and ideas in speaking so others will understand. 4
- The ability to read and understand information and ideas presented in writing. 4
- The ability to apply general rules to specific problems to produce answers that make sense. 4
- The ability to communicate information and ideas in writing so others will understand. 5

**OTHER CHARACTERISTICS**

- Bachelor's degree preferred or minimum 2-4 years of experience in marketing or nonprofit environment.



