



Oregon Wild Job Description: Membership Associate

January 2023

About Oregon Wild:

Oregon Wild is a non-profit organization with a mission to protect and restore Oregon's wildlands, wildlife, and waters as an enduring legacy for future generations.

Founded in 1974, Oregon Wild's victories include safeguarding over 1.8 million acres of Wilderness and 2,100 miles of Wild & Scenic Rivers through federal legislation, protecting hundreds of thousands of acres of old-growth forests, and the preservation and recovery of numerous endangered species, from Coho salmon to gray wolves.

Oregon Wild enjoys a national reputation as a pioneering organization that is both highly strategic and effective, with strong policy expertise.

Commitment to Justice, Equity, Diversity, and Inclusion:

Oregon Wild is committed to building a more equitable, diverse, and inclusive organization and society, and we are actively recruiting and encouraging applicants from a broad range of backgrounds and communities to apply for this position.

Important voices have been missing from the environmental movement for far too long, and building a stronger, more just, and more inclusive community starts by creating a more welcoming environment within Oregon and Oregon Wild. Our organization believes that by embracing, respecting, and valuing individuals regardless of their race, sex, sexual orientation, religion, national origin, or ancestry, we can become a stronger, more effective defender of Oregon's wildlands, wildlife, and waters. Read more about our organizational values here: www.oregonwild.org/values

General Position Summary:

The Membership Associate works toward growing Oregon Wild's membership. This position will work closely with the Development Director and the Development & Events Coordinator, as well as our Communications and Marketing teams and other staff, to craft and implement a membership growth strategy for the organization. With our current membership at approximately 3,500 individuals, we hope to grow our membership to 5,000+ within the next few years.

As donations from individuals account for one of the organization's largest revenue sources each year, the Membership Associate plays a key role in the organization's fundraising.

Additionally, the ideal person for this role will have a strong ability to work both collaboratively in a team and individually to implement and execute the organization's membership growth strategies. Oregon Wild prides itself on having a collaborative culture, so there will be ample opportunities to work with others. But the ideal candidate for this position will lead the way in drafting, implementing, and evaluating a comprehensive membership strategy.

This person exemplifies creativity just as much as attention to detail, and can juggle multiple membership growth tactics simultaneously. The right candidate will take initiative and proactively solve problems as they arise; have a positive demeanor and outgoing personality to rally excitement for events and sponsorship opportunities; possess strong interpersonal skills to engage with internal and external stakeholders; and have effective communication skills with a focus on securing support.

Oregon Wild relies on donations from individuals, foundations, and businesses to provide both the financial resources and the public support necessary to fulfill our conservation mission. The Membership Associate will be instrumental in growing revenue from individuals, which will enable Oregon Wild to have more of an impact on conservation campaigns.

Position Responsibilities

Membership Growth (50%)

- Work with the Development Director and Development & Events Coordinator to develop and then carry out a comprehensive strategy for growing Oregon Wild's membership.
- This will include identifying effective ways to reach new audiences with Oregon Wild's messaging through digital communications, community outreach events, social media campaigns, phone/text campaigns, list acquisitions, and more.
- This will also include a focus on diversifying Oregon Wild's membership and recruiting members from communities that are currently underrepresented in Oregon Wild's membership.
- Convert non-donors on Oregon Wild's email list to become donating members.
- Convert followers across Oregon Wild's social media channels to become donating members.
- Grow and steward the organization's base of recurring donors – the Evergreen Society.
- Develop, identify, and promote new incentives for becoming an Oregon Wild member.
- Evaluate the effectiveness of chosen strategies and tactics to build on and improve future efforts.
- Conduct regular surveys of new members (as well as non-members) to help us better understand what factors influenced their decision about joining Oregon Wild.

Evergreen Society & Membership Retention (20%)

- Work closely with the Development & Events Coordinator to evaluate and improve upon our renewal and retention strategy.
- Experiment with different tactics to improve Oregon Wild membership renewal rates.
- Convert one-time and annual donors to become monthly Evergreen Society members.
- Conduct regular phone-banking to renew recently lapsed members.
- Coordinate with the Development & Events Coordinator to host membership appreciation events – including members-only hikes.

- Identify opportunities to re-engage lapsed donors through renewal mailings, phone-banking, e-renewals, and e-appeals.
- Steward recurring members of the Evergreen Society, including upgrade appeals and re-engaging lapsed donors.
- Coordinate creation, distribution, and regular updates of all fundraising-oriented direct-mail and electronic materials.

Community Outreach & Events (30%)

- Serve as the primary staffer for community outreach out of the Portland office. This will entail researching, identifying, and planning Oregon Wild's participation in community outreach events with an eye towards membership recruitment and fundraising.
- Work with other Oregon Wild staff to maximize the impact of community outreach events by crafting a specific membership pitch (and in some cases, a specific membership incentive) for each event.
- Train other staff and volunteers on how to make a compelling fundraising pitch at events.
- Support the Development & Events Coordinator with high-priority events – most notably our annual *Call of the Wild* benefit event and events celebrating the organization's 50th anniversary in 2024.

Qualifications:

- A passion for protecting and restoring Oregon's wildlands, wildlife, and waters
- Commitment to equitable environmental outcomes for everyone, supporting diversity in the conservation movement, and inclusivity in the outdoors
- Comfort and experience with fundraising
- Excellent verbal and written communication skills with a customer service focus for interacting with internal and external stakeholders
- Strong computer skills, especially in Google docs, sheets, etc.
- Familiarity with donor database software (experience with EveryAction is a plus)
- Experience planning, organizing, and managing successful community outreach events
- Ability to be flexible with assignments/priorities reflecting changing needs of department and to implement and follow-through on tasks with minimal oversight

Salary and Benefits:

This is a full-time, exempt position based in Portland. The salary range for this position is \$42,500-\$46,500, depending on experience. Benefits include paid medical, dental, vision, alternative care, and life insurance; 403(b) retirement plan option with organizational match; and generous vacation and other paid time off including 10 paid holidays, an initial four weeks of vacation that increases with tenure, and sabbatical eligibility after five years. This position will report to the Development Director. Some evening and weekend hours may be required.

To Apply:

Please fill out [the form linked below](#) and separately submit a cover letter and resume consolidated into a single PDF or Word document to membershipjob@oregonwild.org. Review of completed applications will begin on February 1 and continue until the position is filled.

Important Note About COVID-19

Oregon Wild is a fully vaccinated workplace, and COVID-19 vaccination is required upon hire unless a reasonable accommodation is requested and granted. We have extensive paid sick leave that can be used for vaccination appointments and possible side effects from these vaccines.