MARKETING AND MEMBERSHIP MANAGER

PLA seeks a hard-working, highly organized, and detail-oriented individual who will drive its marketing and membership efforts. Ideal candidates will have a proven ability to work both independently and as part of a remote team to accomplish the goals of the organization.

The Marketing and Membership Manager will lead the promotion of PLA membership, events, educational and training offerings, and brand. The incumbent will also have primary responsibility for recruiting new members, and retaining existing ones. They will create and implement outreach strategies in order to expand the PLA membership base or engage with existing members, as well as maintain a membership database, write promotional materials, help design membership benefits, observe and analyze member trends, and communicate with members. This position reports to the Director of Development.

About the Public Lands Alliance (PLA)
PLA believes that parks, forests, and wildlife refuges need community based nonprofit organizations to help preserve and enrich them. Our mission is to connect, strengthen and represent these nonprofit partners of America’s public lands. PLA celebrates these nonprofit partners successes, and our own, to attract philanthropic support from corporations, foundations, and individuals.

PLA currently serves approximately 175 nonprofit member organizations, as well as nearly 100 corporate partner members. PLA does not have a membership category for individuals, though it has a growing base of individual donors. In 2020, PLA was selected as the fundraising and marketing partner of the U.S. Fish and Wildlife Service in its effort to rebrand the National Wildlife Refuge System. Through this partnership, PLA will be deepening its direct impacts in conservation, education, and outdoor recreation on America’s public lands.

Key Responsibilities
The Manager’s primary responsibilities are to:
• Oversee the organization’s marketing and general communications:
  o Maintain the PLA website and microsites, which includes designing and developing new content in addition to general updates.
  o Manage PLA’s online communities and social media accounts.
  o Craft and distribute general communications (i.e. monthly e-newsletter, educational and event promotions, annual report, press releases and digital content).
  o Drive participation and registrations for PLA’s annual convention and trade show.
Promote registration in PLA education programs and services, including monthly webinars.

Facilitate prompt and informative responses to member and stakeholder requests.

- Lead the organization’s membership efforts:
  - Develop and direct membership renewal and recruitment processes.
  - Manage online communities and membership / donor databases, currently HigherLogic and Neon.
  - Coordinate the organization’s partnership awards program.
  - Act as the primary liaison with other organizations that offer joint membership / member benefits to PLA’s community.

- Maintain the integrity of key organizational data:
  - Regularly update contact information of media and other key stakeholders.
  - Develop metrics and report on the reach and impact of PLA’s marketing and membership efforts.

Skills for Success
PLA seeks candidates with a genuine passion for public lands. The preferred candidates will have:

- 1-3 years of experience in marketing, communications, member management, or similar field.
- Strong writer with excellent grammar and editing skills, and the ability to analyze and distill information into audience-specific content.
- Knowledge and experience using membership database systems and online communication platforms; experience with Higher Logic and/or Neon preferred.
- Graphic design software experience preferred.
- Basic knowledge of CSS/HTML preferred.
- Ability to manage multiple projects at once and move projects ahead efficiently.
- Travel minimum of one week per year.

Working at the Public Lands Alliance
The Public Lands Alliance is a fully remote organization. PLA currently has five (5) full time positions in addition to several contracted consultants. Although we work as a team, each staff member has a defined role to support the objectives of our strategic plan. For more information, visit [www.publiclandsalliance.org](http://www.publiclandsalliance.org).

PLA offers a generous benefits package that includes: medical and dental insurance; 403(b) retirement plan (with employer contributions after one year of service); and competitive annual leave and 11 paid holidays per year. As a remote organization, full time employees will be provided a laptop, as well as partial reimbursement of internet / phone expenses. PLA supports professional development opportunities for its staff including membership with applicable professional societies. The salary range for this position is $45,000 to $55,000, commensurate with experience and skills.
How to Apply
To apply, send a resume and a compelling letter of introduction describing your suitability for the position careers@publiclandsalliance.org with the position title, “Marketing and Membership Manager,” in the subject line of your e-mail.

The Public Lands Alliance is proud to be an equal opportunity employer. PLA does not discriminate on the basis of race, color, religion, sex, age, national origin, ancestry, marital status, sexual orientation, gender identification, medical condition or disability unrelated in nature and extent to the performance of his or her duties.

Resume will be accepted until the position is filled. Resume reviews begin immediately.