

EXECUTIVE SEARCH



**Director
of Member Services**

SEARCH CONDUCTED BY

STERLING | MARTIN
a s s o c i a t e s

The Opportunity

The California Water Environment Association's (CWEA) Director of Member Services works collaboratively across CWEA and with various stakeholder groups to identify, build, and promote member value that has broad appeal to each of CWEA's member segments. In addition, the Director will have primary responsibility for development and implementation of membership recruitment, engagement, and retention campaigns; volunteer engagement, recognition, and growth; and is responsible for managing and mentoring a team. The Director of Member Services is responsible for the integrity of data in CWEA's membership database, NetForum, and collaborates with an internal team of professionals charged with delivering high-quality customer service to CWEA's 10,000+ members and 17 local sections across California.

About California Water Environment Association

CWEA empowers wastewater professionals as they protect California's most critical resource: water. The association's community of over 10,000 professionals represents all facets of wastewater management and resource recovery, from operators to lab techs to engineers.

Founded in 1928, CWEA proudly unites professionals from throughout the state to address real-time issues, develop and deliver cutting-edge training, raise awareness of the profession, and shape the future of wastewater. In support of CWEA's vision of a sustainable California water environment, the 501(c)(3) nonprofit pursues its mission of empowering, educating, and connecting water professionals to protect public health and the environment. With annual revenues of between \$4M and \$5M and a staff of approximately 18, CWEA serves wastewater professionals throughout their careers with benefits to support their professional growth, build professional networks, earn technical certifications, and build their leadership skills.

The Director of Member Services Role

Essential Duties and Responsibilities

*Essential duties and responsibilities include the following:
(Other duties may be assigned by the ED/CEO)*

Membership

- Responsible for all aspects of membership recruitment, engagement, and retention to include the development of an annual comprehensive membership strategy.
- Gathers, analyzes, and applies information about members, customers, competition, and external influencers to leverage opportunities and evolve programs, products, and services.

- Forecasts membership growth potential and creates strategies to target specific segments. Keeps pace with member and customer needs by reviewing data from a variety of sources and inputs.
- Develops and manages CWEA's registration strategy for CWEA's education program and learning experiences, including e-learning and in-person education events. Manages badge scanning strategy for in-person events.
- Executes registration strategy and supervises membership team members and volunteers at in-person on-site registration.
- Oversees development and maintenance of membership policies, procedures, and related documentation.
- Develops relationships with volunteers, members, and key industry subject matter experts.
- Serves as the staff liaison for assigned committees. Effectively engages and cultivates volunteer and member strengths to achieve high performance outcomes and experiences.

Data Integrity, Data Analytics, and Reporting

- Responsible for pulling lists and data out of AMS (NetForum). Analyzes data gathered in reports and advises on membership trends and identifies problem areas.
- Oversees production of monthly membership reports, including reports to senior management. Distributes monthly membership dashboards reflecting the overall composition of the membership as well as the specific trends in composition.
- Analyzes member and customer data to develop customer profiles used for targeted membership and customer outreach, with an eye toward the development and delivery of products and services based on the needs of individual target markets.
- Partners with internal team and external consultants to ensure data integrity processes and procedures are in place; identifies areas where improved system changes or processes are required and recommends changes as needed.

Interdepartmental Collaboration

- Establishes cross-functional relationships with all internal staff program stakeholders (education, marketing, finance, etc.) to facilitate the execution of innovative initiatives and build member value. Adheres to production timelines, from inception through product launch.
- Collaborates with other departments in the development of new products and services.
- Collaborates with internal marketing staff and external consultants and partners to execute membership recruitment, engagement, and retention tactics.
- Partners with the Marketing and Communications teams to develop membership marketing and promotional materials, including applications, welcome kits, and other collateral.
- Ensures other departments are provided with pertinent membership information; oversees content on membership section of website.

General/Leadership

- As a member of the leadership team, supports and fully participates in all association activities as a key contributor and staff leader.
- Manages all internal and external resources necessary to ensure the successful implementation and support of initiatives programs.

- Supervises and develops staff to deliver programs and initiatives on time and within budget to meet technical and quality standards. Manages direct reports' performance to achieve strategic initiatives and goals.
- Participates as an active contributor in the budgeting process, reviewing departmental financial statements monthly to ensure Membership department activities are meeting and exceeding association fiscal budgeted needs.
- Maintains current professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing professional networks in both the wastewater and association communities and participating in professional industry associations.
- Other duties may be assigned.

Qualifications, Education, Experience, and Skills Required

The requirements listed below are representative of the knowledge, skills, and/or abilities required as well as typical ways to obtain the knowledge, skills, and abilities.

Abilities

- Extremely competent with AMS/CRM software (NETFORUM is highly preferred), data tools (e.g., Power BI, Nucleus), and social media and e-communication tools, plus strong MS Office skills.
- Experience with query logic and developing queries for AMS/CRM reporting.
- Experience using and analyzing data to understand current membership needs and to predict future membership opportunities.
- Excellent writing skills, with exceptional attention to detail.
- Able to interface with a variety of constituencies and stakeholder groups with different needs and demands to achieve strategic goals.
- Highly driven and results oriented, strong management skills, ability to set and enforce priorities and deadlines. Strong track record as an implementer who thrives on leading a variety of key initiatives concurrently and will work independently, if necessary, to get the job done.
- Demonstrated experience initiating, managing, delivering, and evaluating membership-focused projects, programs, and services.
- Ability to travel to conferences and committee meetings throughout California approximately 12 to 20 times per year (1 to 4 days duration).

Any combination of experience and education that would likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Education and Experience

- Bachelor's degree in related field. Certificate in meeting planning and/or association management a plus.
- Minimum of 7 years of experience in membership-related activities in a professional association or similar environment.
- Previous supervisory experience required.
- Demonstrated experience working with learning management systems, association management systems, and customer relations management systems.

- Ability to deliver approved projects on time and within budget and established parameters using own judgment and related work experience in executing responsibilities.
- Proven ability to plan effectively to anticipate and avoid problems and troubleshoot as needed.
- Demonstrated ability to independently plan and implement professional development experiences in a variety of innovative settings and formats.

Managerial and Leadership Experience

- 5 to 7 years of experience managing personnel with demonstrable background in building and mentoring a team, fostering an inclusive and welcoming culture with staff, establishing trust and space to innovate and test new concepts.

Licenses and Certificates

- Possession of a valid Driver's License, and evidence of insurance.
- Certifications in meeting planning and association management are a plus.

Physical Demands and Work Environment

- This position is located in the CWEA headquarters office in Oakland, CA.
- While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands and fingers to handle or feel objects, tools, or controls; reach with hands and arms; talk and hear.
- During conferences, employee is required to work extended hours.
- Employee regularly uses personal computer for extended periods of time.
- The employee must regularly lift and or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
- The noise level is usually quiet.
- Employee is required to travel by airplane and car several times per month. Travel to conferences and committee meetings throughout California approximately 12 to 20 times per year (1 to 4 days duration).

Compensation

A competitive compensation package will be offered to attract an outstanding candidate.

Compensation range for base salary: \$123,000 to \$135,000.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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Additional Information

For more information, contact:

Sterling Martin Associates

1025 Connecticut Avenue

Suite 1000

Washington, DC 20036

David S. Martin, Managing Partner

dmartin@smartinsearch.com

202-257-1627

Brian J. Glade, Vice President, Client Services

bglade@smartinsearch.com

917-751-3632

Karen Lombardo, Vice President, Search Operations

klombardo@smartinsearch.com

540-751-9612