



Family, Career and Community Leaders of America

POSITION DESCRIPTION

Date Written or Revised: December 2023

Title: Membership Manager

Supervisor: Senior Director

Supervises: Administrative and Membership Assistant

Job Status: ☒ Full-time ☒ Exempt
 ☐ Part-time ☐ Non-exempt

PRIMARY PURPOSE

The Membership Manager functions as the liaison between FCCLA and its current and prospective members, advisers, and chapters. This includes answering customer service inquiries, devising regular membership communications, maintaining membership records within the FCCLA Portal, and overseeing and strengthening membership recruitment and retention programs. The Membership Manager will also oversee Alumni and Associates (A&A), working with the A&A Advisory Team. Along with the Senior Director, the Membership Manager will oversee the work and responsibilities of the Administrative and Membership Assistant. The Membership Manager may also serve on the Board of Directors Communications and Membership Committee as a staff liaison.

ESSENTIAL FUNCTIONS

Oversee Membership Affiliations

Percent of time spent: 80%

Key Responsibilities:

- Oversee the quality and effectiveness of membership recruitment, retention, and recognition programs that address all levels of membership
- Research membership trends, develop membership goals, and develop effective campaigns, including direct reach out to targeted groups, to reach intended goals
- Assist in tracking, documenting, testing, and implementing updates to the FCCLA Portal to make the affiliation process more frictionless for our members, including reports
- Assist in training staff members on FCCLA Portal updates, as updates relate to membership and customer service
- Create newsletter content, including required reports
- Work with the Communication team to develop membership mailing kits, quarterly communication resources, and recruitment resources
- Oversee the annual membership campaign and implement effective change to increase membership
- Implement, oversee, and provide status updates for chapter awards as assigned.
- Answer phone calls and respond to emails from chapter and state advisers requesting assistance with online affiliation

- Oversee the Administrative and Membership Assistant to ensure timely and accurate responses to questions from chapter and state advisers
- Oversee preparations for the new affiliation year. This includes saving membership reports prior to resetting the FCCLA Portal, ensuring state associations have submitted updated affiliation rates, all FCCLA Portal updates are implemented by July 31, verifying that all messaging within the FCCLA Portal is updated, verifying all deadlines within the FCCLA Portal are updated and verifying all membership resources on FCCLA's website is updated
- Prepare and disseminate weekly, monthly, and yearly membership reports
- Develop and distribute the Voting Delegate report
- Other tasks as needed

Oversee Alumni & Associates Initiatives

Percent of time spent: 20%

Key Responsibilities:

- Engage high school seniors, former members, and associates to join Alumni & Associates (A&A)
- Work with the A&A Advisory Team to rebrand A&A
- Set and meet A&A membership goals
- Work with FCCLA's developers to update the functionality of the FCCLA Portal as it relates to A&A
- Work with the Communications Team to create and disseminate the A&A newsletter
- Other tasks as needed

TRAVEL REQUIREMENTS

5%, which includes providing registration assistance at FCCLA National Conferences

EDUCATION AND SKILLS REQUIRED

Education: Bachelor's degree

Experience and skills: 3-5 years' experience in membership and/or affiliation leadership role(s). Tech-savvy with advanced skills in MS Office applications, databases, and presentation software and the ability to master new applications quickly. Experience in managing expectations, multiple project timelines, and working within a collaborative team environment.

COMPETENCIES

- Manages multiple tasks at the same time
- Demonstrates strong business writing skills and edits documents for errors, grammar, and content
- Writes business correspondence and other documents clearly and professionally
- Demonstrates positive customer service interaction
- Works collaboratively with other staff and teams
- Demonstrates the technical knowledge and skills to perform responsibilities effectively
- Demonstrates strong interpersonal skills and manages conflict effectively
- Exhibits a consistently high level of attention to detail and accuracy

- Highly organized, uses time efficiently, and consistently meets deadlines
- Able to set priorities for routine work
- Demonstrates initiative in maintaining a regular workload and assisting others as time permits
- Able to develop and implement basic process improvements for various routines and systems
- Able to integrate long-term assignments effectively along with routine, daily work

IN-PERSON REQUIREMENT

For the initial 90 days of employment, the selected candidate will work exclusively on-site at FCCLA's headquarters office in Herndon, VA.

HYBRID WORK SCHEDULE

After the initial 90 days, the Membership Manager will follow a hybrid work schedule, comprising two (2) days in the office at FCCLA's headquarters and three (3) days of remote work each week, unless otherwise communicated.

APPLICATION PROCESS

To apply for this position, please submit a cover letter and resume to mhornby@fcclainc.org.

BENEFITS

FCCLA provides a comprehensive benefits package, which encompasses a wide range of offerings such as health, dental, and vision insurance, retirement contributions, as well as paid leave for sick days, annual leave, maternity/paternity leave, and holidays. Detailed information on these benefits will be provided to candidates during the application process.

EMPLOYER'S RIGHTS

FCCLA's management reserves the right to review and revise this document at any time. Employees are expected to perform any other duties or tasks that are assigned. This document represents a description of intended job content and performance requirements and is expected to be revised annually or when a major change occurs. The existence of this document should not be construed in any way to represent an actual or implied contract of employment.

This organization grants equal employment opportunities to all qualified persons regardless of race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit-based factors. These protections extend to all management practices and decisions, including recruitment and hiring practices, appraisal systems, promotions, and training and career development programs.

It is the intent and desire of the National Board of Directors that equal opportunities be provided in recruitment, selection, salary, promotion, benefits, privileges, and all other terms and conditions of employment.