



Trailnet Membership Coordinator

Trailnet is seeking a qualified candidate to join our team as the Membership Coordinator. Trailnet members provide significant financial support for Trailnet's advocacy and programs, while the Membership Coordinator works to recruit, renew, and upgrade members to meet Trailnet's financial and administrative goals. The Membership Coordinator will lead by example by communicating with members and potential members about Trailnet's work, creatively promoting membership, providing excellent customer service, and stewarding members into longtime donors.

The ideal candidate will join our team of urban planners, public health advocates, avid bicyclists, transit users, staunch supporters of local business, and people who believe that the way an urban environment is built dictates its use—that form often leads to function.

Reporting Relationship: The Membership Coordinator reports to the Development Officer and works in collaboration with fundraising, marketing, planning, finance, and program staff.

About the Organization: Trailnet is a nonprofit 501 (c) (3) organization with a 31-year history of making walking, biking and the use of public transit way of life in the St. Louis region. We believe everyone should have access to safe low-stress walking and biking connections where we live, work, and play in our communities. Trailnet works within the St. Louis region and across the state to respond to the demand for improved walking and biking networks that attract and retain talent, strengthen our economy, and connect people to the places they love. We are leading the way by developing policy and on the ground solutions to help people of all ages and abilities reach job centers, services, and cultural destinations by walking, biking, or taking transit.

Membership and Solicitation Programs:

- Serves as first point of contact for members and prospective members, and makes excellent customer service a priority
- Executes routine and special initiative programs to acquire, retain and upgrade members to achieve financial and administrative goal including Give STL Day, Giving Tuesday, the Round-Up Program, etc.
- Works closely with the Rides manager. Attends all Bicycle Fun Rides throughout the season to manage the Membership process and coordinates additional staffing of the Membership Table at rides and events
- Works closely with the Development Officer to coordinate at least two annual membership drives and two online appeals including acquisition piece design, coordinating with a mailhouse, list exchanges, incentives, etc.
- Implements membership renewal process with timely donor reminder letters and outreach to lapsed donors

- Together with leadership team, produces direct mail, personalized correspondence and online giving documents
- Produces accurate and complete membership rosters in adaptive and intuitive formats using the donor database
- Monitors and reports on membership results and together with leadership team, brainstorms strategies for increasing membership
- Maintains supplies and stationery for all membership correspondence and fulfillment
- Supports annual membership t-shirt production and ordering

Gift Processing and Tracking:

- Provides excellent donor stewardship by quickly and accurately receiving, tracking, and acknowledging all gifts
- Adheres to and updates as necessary written gift processing policies and procedures
- Creates and maintains transparent and easy-to-navigate paper and electronic files

Development and Finance

- Works with the Development Officer to create insightful and accurate reports to the Executive Director, Development Committee and Board

Donor Database and List Management:

- Maintains the donor database to ensure its highest possible function
- Update DonorPerfect Online Forms as needed to improve the online giving experience
- Routinely updates donor records with information from a variety of sources, including meeting notes from other staff members
- Provides timely, high-quality data output for a variety of requests and purposes
- Updates written data entry and management procedures
- Works with Rides Manager to ensure ride registration supports recruiting and securing members
- Provides mailing lists to Terrain Magazine for both Terrain and Across STL publication mailings
- Manages Mail Chimp list creation and mailings

Development and Fund-Raising Activities:

- Supports Development Officer for annual fundraising events and Peloton Society events
- Serves as a resource for volunteer recruiting and registration; collects and tracks volunteer hours in the donor database
- Provides energetic, donor-focused support at fundraising and member events
- Staffs Trailnet “table” at community and corporate wellness fairs
- Strategically promotes Trailnet brand and membership in all aspects of work
- Assists Rides Manager with annual rides calendar release event

Communications:

- Work closely with the Social Media Consultant to ensure Communications and Marketing activities support growth in membership
- Utilize email, social media, and other media to communicate Trailnet's mission and to market rides, events, and special programs or initiatives.
- Strategically expand our cultivated email/Mail Chimp distribution lists

Job Qualifications

- Bachelor's degree, or in lieu of degree, commensurate experience will be considered
- Relevant field experience preferred
- One year of experience working in an office setting, preferably in a non-profit organization in fundraising or communications
- Computer literate with the ability to effectively use technology, including a working knowledge of social media
- Exceptional written and verbal communications skills
- Strong problem-solving skills
- Self-motivated—able to work alone and as a member of a team
- Ability to work in fast-paced and sometimes intense environment with a strong sense of prioritization
- Strong customer service orientation with desire to interact with a diverse community of staff, partners, participants, and volunteers
- Able to work weekends and some evenings throughout the year

Physical Requirements

- Ability to lift and carry items up to 25 lbs.

Compensation: Competitive benefit package, salary commensurate with experience, flexible hours, casual work environment, office located in downtown St. Louis, a short walk from MetroLink. Company car is available for some business-related local and regional travel. Salary range is \$30,000-\$33,000.

Trailnet is an Equal Opportunity Employer. It is our policy to make all personnel decisions without discriminating on the basis of race, color, creed, religion, sex, sexual orientation, gender identity, physical disability, mental disability, age, marital status, citizenship status, national or ethnic origin, and any other protected status.

Application Information: In an effort to work toward having a more equitable hiring process, Trailnet limits the influence of unconscious bias by removing identifiable traits such as gender identity, age, and ethnicity from the screening process before we review applications. While we recognize that there are disadvantages and challenges unique to this process, we respectfully request that applications are not sent directly to staff, and instead are sent to hr@trailnet.org so that any identifiable information can be masked before we review your application. Applicants are encouraged to apply by March 22, 2019. Position will remain open until filled.