



TITLE: Membership Development Manager
LOCATION: Washington, DC
REPORTS TO: Director of Marketing & Membership
TYPE: Full-Time, Exempt

Organization Overview: Exponent Philanthropy is a vibrant membership organization that provides the resources and connections that help funders make the most of the minutes they have and the dollars they give. Exponent Philanthropy amplifies and celebrates the vital work of a diverse group of givers, who unite through their unique style of giving, which is lean, agile, responsive, passionate and personal. Membership is open to all individuals and organizations that give annually to more than one recipient, including those who use foundations, donor-advised funds, giving circles and other giving vehicles to carry out their philanthropy.

The organization was created in 1995 by a group of small-staffed foundations. The founders wanted to create an organization that encouraged participation and where all members had an equal voice. We now have members in all 50 states representing thousands of philanthropic leaders. Our growth has resulted in great part by our warm and welcoming culture that is based on the following principals: relationships come first, one size does not fit all, learning is a life long journey, quality is essential, and inspiration from the collective impact of our members. In our staff, we look for highly collegial, ethical, bright, and customer service oriented individuals who have a commitment to quality work. Staff members are passionate about the power of philanthropy, are driven by an entrepreneurial spirit and have a strong outcomes orientation. Exponent Philanthropy is an organization that values and rewards performance, collaboration and innovation.

Position Overview: This position will be part of our membership team and will focus on member acquisition. This is a new position and will be joining our team at a critical juncture in our organization's history. After evolving our brand from the Association of Small Foundations to Exponent Philanthropy in March of 2014 and preparing to roll out a new membership offering we are positioned to grow our membership in our core target market, leanly staffed private foundations, as well as in new target markets including small community foundations, individual donors and philanthropic families. The individual chosen to be our new Membership Development Manager will contribute to our member acquisition strategy and drive its implementation. They will collaborate with our full team and key stakeholders in order to ensure our acquisition goals are met.

ESSENTIAL RESPONSIBILITIES:

- Contribute to the creation of and serve as the lead on execution of a comprehensive membership acquisition strategy that will result in a net gain in membership and a broader awareness of Exponent Philanthropy.
- Initiate, execute and evaluate membership acquisition activities.
- Contribute to the development of and manage membership recruitment communications and campaigns.



- Work in collaboration with our Marketing team to effectively communicate the value of membership through the development of print and digital collateral.
- Support organizational efforts to generate qualified membership leads.
- Process, track, and nurture qualified membership leads with the goal of moving them through the sales process and converting them to members.
- Collaborate with other teams and staff members to leverage existing programs and activities for the acquisition of new members.
- Effectively work with member volunteers and staff on initiatives that will contribute positively to membership related goals.
- Represent the organization at external events and effectively communicate the value of Exponent Philanthropy membership.

REQUIREMENTS

Qualifications and Desired Experience

- Bachelor's degree required.
- 5+ years of association membership, marketing, or sales experience.
- Demonstrated past success in executing membership strategies that have resulted in growth.
- Strong interpersonal skills and ability to work well with all different personality types.
- Experience with member databases, association management software, and/or customer relationship management software; Salesforce experience is a plus.
- Capacity and motivation to develop an in-depth understanding of Exponent Philanthropy's target audiences, programs, resources and services.
- Excellent written, verbal, analytical and organizational skills.
- Resourceful, with the ability to make decisions in an evolving environment as well as anticipate future needs.
- Demonstrated ability to effectively manage multiple simultaneous projects and demands.
- Proficiency with Microsoft Office products and aptitude to develop a high level of proficiency with Exponent Philanthropy's Salesforce database.
- Commitment to customer service-oriented excellence.
- Comfort with making presentations in front of an audience and meeting one on one with key stakeholders.
- Ability to travel on occasion.

To Apply For Position:

Interested parties should email cover letter, resume and salary expectations to hr@exponentphilanthropy.org.

Exponent Philanthropy is an equal opportunity employer and considers all applications without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status,



sexual orientation, or any other legally protected status.