



Director of Membership & Marketing Position Description

Reports to: Executive Director

Supervises: Outreach & Program Assistant

FLSA Status: Exempt

POSITION OVERVIEW

This position is responsible for developing and delivering marketing and communication programs that drive awareness, engagement, and the achievement of the Foundation's strategic objectives. The Director of Membership & Marketing also drives increased membership value and participation and manages the Foundation's Outreach programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Director of Membership & Marketing's primary responsibilities include but are not limited to the following:

Provide Marketing and Communications Leadership

- Understand long-term objectives of the Foundation and its goals as a non-profit and education-driven organization. Secure business requirements from all functions to determine most effective market positioning and messaging.
- Develop marketing plan in accordance with the Foundation's strategic plan.
- Responsible for the brand, developing and guiding marketing strategies and integrated marketing plans that drive member acquisition and conversion, and all marketing operations.
- Responsible for all advertising, digital marketing including website content and social media, creative production management, promotional strategies and partnerships, market research, and member insights.
- Develop and enforce brand and graphic standards for all Foundation publications, hardcopy and electronic.
- Ensure brand integrity while gaining optimum efficiency and effectiveness.
- Build relationships with media, online, and other contacts who can help the Foundation achieve its communication goals; craft mechanisms to increase local and national media coverage of Foundation programs and activities.
- Identify new channels to promote the Foundation.
- Establish, implement, and maintain an effective social media strategy and program.
- Identify data and research needs and execute efforts to develop metrics and collect necessary data to understand market demands and develop and measure success.



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Direct Membership Efforts

- Ensure that the range of services, benefits, and programs are responsive to the needs of members and deliver consistent value to members.
- Direct membership development activities to meet growth targets and goals.
- Ensure regular and rigorous evaluation of member values.
- Provide effective and timely service to members.
- Monitor activities of other similar organizations to identify relevant actions or member benefits for the Foundation to consider.

Direct Outreach Efforts

- Manage the Foundation's Outreach Programs, including Scholarships, Grants, and Law Student Programs.
- Work with the Executive Director and Foundation committees to develop a new philanthropic model for the Outreach Programs in accordance with the Foundation's strategic plan.
- Work with committees, Trustees, law schools, law professors, students, and other constituents to manage and implement the Foundation's Outreach Programs.
- Attend relevant committee meetings.
- Develop and disseminate Outreach Program guidelines, publicity, and forms.
- Administer the Scholarship application and awards process in collaboration with the Scholarships Committees.
- Screen and evaluate grant applications in collaboration with the Grants Committee and administer the awards process.
- Implement the law student outreach programs, in coordination with the Law Student Programs Coordinating Committee.
- Assess program implementation and effectiveness; develop and disseminate detailed reports.
- Formulate recommendations on budget issues and program implementation.
- Approve Outreach Program invoices for payment.

Direct Fundraising Efforts

- Develop long-term and annual fundraising plans.
- Implement specific fundraising tactics to achieve goals.
- Develop and maintain effective relationships with donors, corporate, foundation, and individuals.
- Develop legacy giving programs and endowments.

Manage and Develop Staff

- Provide regular supervision to assigned staff members.
- Conduct regular performance evaluations for staff members directly supervised including both annual goal setting and periodic performance assessment.
- Counsel staff members on issues and serve as mentor to direct reports.



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- Identify any training needed by assigned staff members and promote professional development.

Coordinate Personal Development

- Take responsibility for his/her career development.
- Look for opportunities to expand responsibilities.
- Identify needed training and complete training courses promptly.
- Seek direction from the Executive Director about allocation of priorities and best use of time as appropriate.
- Establish and maintain cooperative relationships with co-workers.
- Support a positive atmosphere in which high quality programs and services are delivered and where inclusivity is valued.

Other duties as assigned by the Executive Director.

QUALIFICATIONS

Commitment to Mission

- Demonstrated commitment to the Foundation's mission with an understanding of the Foundation's educational goals.
- A deep interest in natural resource issues and subjects and of the different perspectives and concerns that affect those issues and subjects.

Leadership Experience

- Strong, effective leadership, management, and organizational skills; proven commitment to high performance, superior quality in all products, and accountability.
- Minimum of five years of professional experience, preferably in professional association marketing and/or membership development.
- Exceptional customer service skills.
- Excellent judgment, integrity, and comfort with delegating responsibilities appropriately.
- A preference for working in an environment that is collegial, collaborative, and focused on lifelong learning with open dialogue at all levels and a high degree of customer service.
- Experience with budget development and management.

Marketing & Communications Experience

- Experience in media/public relations, marketing and communications, and developing and implementing integrated marketing and communications programs.
- Experience in implementing effective marketing strategies and tactics with measurable impact.
- Broad functional experience in areas of branding, integrated media, business and marketing development, and market research with proven ability to deliver measurable results.
- Experience in producing digital and print publications and marketing materials.



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- Experience in creating, launching, and maintaining robust online initiatives including websites, blogs, and social media.
- Experience in developing, implementing, and promoting large-scale marketing and media campaigns to raise visibility and spark interest and involvement.
- Adept at analyzing and interpreting data, using key metrics to guide business decisions and marketing strategies.

Membership & Fundraising Experience

- Solid background in identifying customers or members and creating compelling value propositions.
- Proven ability to meet customer or membership acquisition goals.
- Experience in assessing effective member benefit programs.
- Knowledge of how to retain members effectively.
- Experience in nonprofit fundraising and effective long-term relationship management.

Personal Qualities

- Decisiveness and a willingness to take appropriate risks.
- Ability to identify opportunities, take initiative, and be adaptable and resilient.
- Ability to avoid conflicts or stalemates.
- Strong oral and written communication skills.
- Self-starter; ability to work both independently and as part of a team.
- Ability to handle multiple tasks/projects and meet deadlines.
- Excellent organizational and time management skills.
- Professional with ability to be discreet with confidential and sensitive issues.

Other

- Undergraduate degree required; graduate degree preferred.
- Some knowledge of continuing education and/or legal education preferred.
- Proficient with Word, Excel, PowerPoint, Adobe Acrobat, and Microsoft office tools; ability to learn new software tools quickly.
- Willingness to travel regionally, nationally, and internationally as requested.



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PHYSICAL DEMANDS

Physical Activity & Work Environment	Not Applicable	Less than 50%	More than 50%
• Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Walking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Standing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Using hands/fingers to feel or handle items	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Reaching, pushing or pulling with arms/hands	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Climbing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Balancing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Kneeling, crawling, or crouching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Talking or hearing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Tasting or smelling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Lifting, moving or exerting force of up to 10 lbs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Lifting, moving or exerting force of up to 25 lbs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Lifting, moving or exerting force of up to 50 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Lifting, moving or exerting force of up to 100 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Lifting, moving or exerting force of more than 100 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Seeing up close	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Seeing long distances	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Seeing color	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Use of peripheral vision	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Perceiving depth	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Adjusting and focusing vision	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Working outdoors in inclement weather – extreme hot	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working outdoors in inclement weather – extreme cold	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working indoors in an office environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Working in high places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working near moving mechanical parts and machines	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Working in wet/humid conditions that are not weather related	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working in extreme cold conditions that are not weather related	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working in extreme hot conditions that are not weather related	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working with airborne particles or fumes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working with toxic or caustic chemicals or agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working in an area with a risk of exposure to radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working in an area with a risk of exposure to electrocution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Exposure to vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Working in a loud environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Rocky Mountain Mineral Law Foundation is an Equal Opportunity Employer.