



## Director of Membership & Marketing Opportunity

The Rocky Mountain Mineral Law Foundation (the Foundation) is a collaborative, educational, non-profit organization dedicated to the scholarly and practical study of the laws and regulations relating to oil and gas, mining, energy, public lands, water, environmental, and international law. Through our educational programs, we bring together lawyers, landmen, managers, consultants, government personnel, law faculty, students, and others involved in natural resources law.

The Foundation is known for its high-quality educational offerings:

- Live courses, conferences, and workshops – both domestic and international – on relevant legal developments and issues
- Online natural resources law continuing legal education
- Publications such as the Landman’s Legal Handbook, American Law of Mining, Law of Federal Oil and Gas Leases, the Proceedings of the Annual Institutes, Gower Federal Services, the RMMLF Journal, the Mineral Law Newsletter, the Water Law Newsletter, and various books, model forms, and other materials
- The online Digital Library, which puts six decades of scholarship at your fingertips

The Foundation also supports law professors and students through its Outreach Programs:

- Grants to promote scholarship, research, writing, teaching, and the study of natural resources law and related fields at law schools
- Scholarships for qualified law students who demonstrate interest in pursuing careers in natural resources law
- Networking grants to introduce law students to practitioners in their field
- Funds to allow law students to attend Foundation programs



The Foundation is led by a Board of Directors, and is guided by a Trustees Council composed of representatives from 33 law schools, 13 bar associations, 19 mining and oil and gas associations, 25 trustees-at-large elected annually, honorary trustees who have made important contributions to the work of the Foundation, and the Foundation’s past presidents.

The heart of the organization is the Foundation’s 3,000-plus Annual Members, whose collective efforts produce conferences, courses, and publications of tremendous quality and practical utility. They also contribute invaluable time and thought to the scholarships, grants, and law student outreach programs.

## Position Description

The Director of Membership & Marketing 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. The Director of Membership & Marketing is part of the management team of the Foundation, reporting to the Executive Director.

This is a new position for the Foundation. This position is responsible for the Foundation's brand, developing and guiding marketing strategies, and integrating marketing plans that drive member acquisition and conversion. A key aspect of the job during the first year is to develop a comprehensive marketing plan in accordance with the Foundation's strategic plan. The Director of Membership & Marketing is also responsible for implementing the Foundation's marketing plans, including preparing online and print marketing campaigns, establishing and implementing an effective social media program, identifying new channels to promote the Foundation, identifying data and research needs, and executing efforts to develop metrics and to collect data to understand market demands and measure success.

Because the Foundation is a member-driven organization, the Director of Membership & Marketing engages in direct membership development activities to meet growth targets and goals and ensure that the range of services offered by the Foundation are responsive to the needs of its members.

The Director of Membership & Marketing also manages the Foundation's Outreach Programs, including scholarships, grants, and law student programs. This includes working with Foundation committees, trustees, law schools, law professors, students, and other constituents. The Director of Membership & Marketing also leads the Foundation's fundraising efforts to support the Outreach Program.

## Position Goals

The Director of Membership & Marketing will be responsible for working with the Foundation's stakeholders to realize its strategic marketing and philanthropic goals. These goals include the following:

- Developing and implementing a marketing plan for the Foundation
- Growing a more diverse membership from the Rocky Mountain West
- Maintaining or expanding market position in oil and gas, mining, public and sovereign lands, and water resources law (including related environmental and regulatory law) education and scholarship
- Increasing individual participation in Foundation programs and individual membership by U.S. lawyers and other constituents outside the Rocky Mountain West
- Increasing individual participation in Foundation programs and individual membership by Latin American and Canadian lawyers
- Increasing participation in Foundation programs by young professionals
- Working with Foundation leaders to develop and implement a more deliberate philanthropic model for the Outreach Program
- Developing and implementing a strategy to better attract charitable donors to support the Outreach Program

## Ideal Candidate

Qualified applicants are visionary, effective, and down-to-earth leaders who demonstrate a high degree of integrity. We seek a person who is inclusive, who treats people with respect, and who has an engaged and collaborative style. We want a person who is proactive and who focuses on results and opportunities.

Additionally, the Foundation places particular value on candidates with the following attributes:

### **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.
- 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.

A competitive compensation and benefits package is available.

## How to Apply

To apply for this position, please send your resume, cover letter, and salary requirements to Carolyn McCormick of Peak HR Consulting, LLC at [Carolyn.McCormick@peakhrconsulting.com](mailto:Carolyn.McCormick@peakhrconsulting.com)

All applications are to be submitted via email. To learn more about us, please visit [www.rmmlf.org](http://www.rmmlf.org).

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

