

Membership Director Responsibilities Landlovers, Inc. and Landlovers Foundation

The Membership Director oversees all membership initiatives designed to increase membership. The Director will work within the Neon 1 CRM system to maintain membership rosters and increase membership retention and engagement. Working with the outgoing Membership Director they will be trained in the new system and work with Neon 1 on the transition to the new system. We have contracted for a Standard Data Conversion which means Neon 1 will transfer all our data and set up the necessary forms, information, and links with our guidance.

Key Responsibilities:

- Manage our membership roster using the Neon 1 CRM system.
 - Maintain accurate membership records
 - Increase membership retention
 - Member communications/welcome letters
- Plan and implement strategies for membership outreach events to increase membership.
- Provide membership information to current, new, and prospective members
- Collaborate with the External Communications Director on how to increase membership engagement and communicate the work Landlovers is doing.