



**Job Title:** Membership Relations Manager

**Organization:** MANRRS

**Location:** Remote

**Reports To:** Chief Executive Officer

**Employment Type:** Contractor

## Position Overview

The Membership Relations Manager (Contractor) is responsible for strengthening MANRRS' national membership base by driving engagement, retention, and growth across student chapters. This role blends relationship management, youth development, program design, and data-driven strategy to deliver high-impact member experiences aligned with MANRRS' mission.

The ideal contract candidate is both strategic and hands-on, with strong experience leveraging CRM tools (HubSpot preferred), developing programs for high school and collegiate student groups, and building meaningful stakeholder relationships.

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## Key Responsibilities

### Membership Engagement & Relations

- Serve as the primary relationship manager for MANRRS chapters, advisors, and members nationwide.
- Develop and execute strategies to increase member recruitment, engagement, and retention.
- Monitor member satisfaction and implement improvements based on feedback and data insights.
- Support chapter development, including onboarding, training, and ongoing engagement initiatives.

### CRM & Data Management (HubSpot)

- Manage and optimize MANRRS' CRM system (HubSpot) to track member engagement, communications, demographics, and growth metrics.
- Develop dashboards and reports to inform strategic decisions.
- Conduct member engagement and satisfaction surveys.
- Ensure data integrity and implement best practices for CRM usage across the organization.



### **Youth & Leadership Development**

- Design and implement youth development initiatives that support the growth of Junior MANRRS and collegiate members.
- Collaborate with internal teams to enhance leadership pipelines and career readiness programming.
- Support national and regional programming that aligns with student and young professional development goals.

### **Program Development & Execution**

- Partner with internal and external stakeholders to deliver innovative, inclusive, and mission-aligned programming.
- Work with the Program Manager to lead the development, implementation, and evaluation of membership-related programs and initiatives.
- Manage timelines, budgets, and outcomes for assigned programs.

### **Strategic Planning & Growth**

- Contribute to organizational strategic planning efforts, particularly around membership expansion and engagement.
- Identify opportunities for partnerships, sponsorships, and program enhancements that support membership growth.
- Use data and trends to inform long-term membership strategies and organizational priorities.

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## **Qualifications**

### **Required:**

- Bachelor's degree in a related field (e.g., Communications, Business, Education, Nonprofit Management, Agriculture, or related discipline).
- 7+ years of professional experience in membership management, nonprofit programs, youth development, or related areas.
- Demonstrated experience using CRM systems, with a strong preference for HubSpot.
- Experience in program development, implementation, and evaluation.
- Strong relationship-building and stakeholder engagement skills.
- Excellent written and verbal communication skills.
- Ability to analyze data and translate insights into actionable strategies.
- Ability to be self-driven and a self-starter.



### Preferred:

- 10+ years of professional experience in membership management, nonprofit programs, youth development, or related areas.
  - Master's degree in a related field (e.g., Leadership Development, Communications, Business, Education, Nonprofit Management, Agriculture, or related discipline).
  - Experience working with student organizations, chapters, or national membership-based associations.
  - Familiarity with agriculture, natural resources, or STEM-related fields.
  - Project management experience.
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### Contract Deliverables

The contractor will be responsible for delivering the following regular monthly reports:

- **Monthly Membership Engagement Report**  
Recruitment, retention, and engagement metrics pulled from HubSpot.
- **CRM Optimization & Maintenance**  
Ongoing updates, segmentation, and workflow improvements within HubSpot.
- **Chapter Engagement Plan & Execution**  
Documented engagement strategy for chapters, with measurable outcomes.
- **Program Implementation**  
Execution of at least one membership or youth development initiative per quarter.
- **Member Communications**  
Development and distribution of consistent communications
- **Quarterly Strategic Insights Brief**  
Data-informed recommendations to improve membership growth and engagement.

### Compensation

Compensation will be structured two-year contract at an annual rate of \$65,000 - \$70,000 commensurate with experience and scope of work. Benefits are not provided.