

Membership Manager

August 2017

A. Organizational Overview

Founded in 2007, The Southeast Energy Efficiency Alliance (SEEA) is a 501(c)(3) nonprofit organization focused on the advancement of knowledge, resources and opportunities needed to use energy more efficiently in the southeastern United States. We do this by supporting the development of effective state, local and utility policies, expanding availability and access to research and resources to address energy efficiency in buildings, and growing the resources available to finance efficiency projects.

As one of six regional energy efficiency organizations (REEOs), SEEA is part of a strong national network dedicated to leveraging the benefits of energy efficiency for all communities. SEEA works collaboratively with stakeholders in 11 southeastern states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

SEEA's Mission

The Southeast Energy Efficiency Alliance works to ensure people in the Southeast have the knowledge, resources, and opportunities to optimize energy use.

SEEA's Vision

Energy efficiency is a primary driver of a prosperous, healthy and sustainable Southeast.

SEEA's Culture

SEEA offers a highly collaborative and supportive work environment. Employees receive competitive salaries, a comprehensive benefits package and flexible work arrangements.

B. Position Description

SEEA Membership Program

SEEA's member organizations provide valuable market insights, supply innovative technologies and services, and offer regional and national experience that help us to fulfill our mission and advance energy efficiency goals in the Southeast. Member organizations include investor-owned, municipal, and cooperative utilities, energy services companies, manufacturers and retailers, nonprofit organizations, academic and research institutions, and government entities.

Through annual membership dues and event sponsorships, SEEA Members gain access to exclusive presentation and networking opportunities, access to valuable business contacts and potential clients, regional intelligence and research, special pricing for events, and opportunities to serve on advisory committees and on SEEA's Board of Directors.

Position Overview

SEEA's Membership Program is a critical component of the organization's programmatic and financial

operations. The Membership Manager is responsible for managing all aspects of SEEA's membership program and achieving its annual performance and financial goals.

The Membership Manager's role includes setting and achieving yearly membership fundraising goals; developing and implementing strategies for member recruitment, sales and retention; securing member participation in programs and events; and leveraging members to further SEEA's mission.

Essential Duties and Responsibilities

Sales and Retention

- Identify, cultivate, secure and retain organizations as SEEA Members that are important to the success of SEEA's current and emerging areas of work
- Assist in procuring attendance and sponsorship for SEEA's annual conference and events
- Meet or exceed specific annual membership-based revenue goals
- Research prospective new member organizations, negotiate appropriate annual membership rates and close new membership sales
- Facilitate annual renewals for existing members

Relationship Management

- Communicate regularly with SEEA Members to capture SEEA-relevant intel on company announcements, mergers and acquisitions, new research and findings, new technologies or processes and emerging trends in energy efficiency in the Southeast
- Facilitate member communications between SEEA's staff, board of directors and the member organizations
- Articulate clear value propositions for all categories of SEEA membership (Utilities, Products and Services, Academic/Government/NGOs)

Networking and Communication

- Collaborate with SEEA's communications team to engage members and share their news and successes through SEEA's website, social media channels, monthly email blasts, webinars, and through SEEA's events and annual conference
- Communicate with SEEA's Work Area Teams (State, Local and Utility Policy; Energy Efficiency Finance; and Built Environment) to ensure coordination of member information and resources
- Survey members to identify challenges, needed information, and policy support that SEEA can address through its work with other members, partners, government entities and elected officials
- Attend relevant regional conferences and events to promote SEEA's brand, resources and events
- Help to promote and sell SEEA's events and annual conference to members and other relevant stakeholders

Administrative

- Provide input into the development of an annual membership budget and other quantitative membership program metrics
- Maintain SEEA Membership records in Salesforce CRM

- Reconcile membership accounts in coordination with SEEA's Finance team
- Present bi-weekly membership strategies, metrics and progress during SEEA staff meetings

Qualifications

Sales and Network Development

- Strong sales and negotiation skills
- Confident, personable, enthusiastic and polished professional demeanor
- Enjoys interacting with others and possesses excellent verbal and written communication skills
- Demonstrated success in closing corporate donations and sponsorships in a nonprofit environment, or closing complex and substantial sales in a corporate environment

Professional Competency

- Responsible, self-motivated and organized with a high level of attention to detail
- Experienced at executing against multiple sales goals and timelines
- At ease within a fast-paced, dynamic and highly-collaborative working environment
- Experienced with coordinating, delegating and following up tasks with peers and superiors

Technical Proficiency

- Ability to quickly learn new systems and technologies, and be able to apply tools for data tracking and administration
- Well-versed in Microsoft Office Suite and CRM platforms such as Salesforce
- A genuine interest in energy efficiency and sustainability (contacts in this field a plus)
- A strong desire to continue to learn and grow, upgrading both knowledge and skills, and the ability to accept and learn from feedback

Education & Experience Requirements

Bachelor's degree required. At least five years of development, sales and/or management experience. Career experience and contacts in the energy, utility or environmental sustainability fields preferred. Successful applicants will be required to prove their legal status to work in the United States.

Location & Travel

This position is based out of SEEA's main office in Atlanta, Georgia and requires up to 25 percent travel.

Classification & Compensation

This is a full-time, exempt salaried position. Annual salary range is \$55,000 to \$65,000. This is a non-commission and non-bonus sales position.

C. How to Apply

Qualified candidates may apply by sending a cover letter and resume to careers@seealliance.org with the subject line "Membership Manager Application." No phone calls or in person visits, please.