

POSITION DESCRIPTION



ROLE:	MEMBERSHIP MANAGER
CONTRACT TYPE:	PERMANENT FULL TIME 2-YEAR CONTRACT, ONGOING SUBJECT TO FUNDING
SALARY RANGE:	\$90,000 – \$105,000 (INCLUDING SUPER)
LOCATION:	HOME BASED or BALLINA HEAD OFFICE

OzFish Unlimited is an exciting not-for-profit charity dedicated to helping the millions of Aussie recreational fishers take action to improve the health of their local fishing grounds and ensure the future of fishing. OzFish Unlimited partners with fishers and the broader community to invest time and resources into the protection and restoration of our waterways, counteracting decades of degradation.

ABOUT THE ROLE

OzFish Unlimited is seeking a highly motivated and experienced Membership Manager to join our team. The Membership Manager will play a crucial role to streamline communication to our members, improve automation and engagement and develop membership growth and retention.

KEY ACCOUNTABILITIES

- Oversee all daily membership operations. This includes monitoring membership workflows, ensuring timely responses to member inquiries, improve member communication and implement recruitment and retention campaigns.
- Set the strategy to introduce new members tiers, benefits, categories, offers, and incentives to add value to the membership experience and diversify our member-base.
- Manage the timely delivery of our membership newsletter ensuring it is fresh, engaging and meaningful.
- Manage our CRM software and be the OzFish lead on ensuring the system is efficient to support staff.
- Work to introduce a new member portal with our CRM provider (Supporter Hub) to streamline processes, enhance communication, and improve member engagement.
- Generate regular reports on membership statistics for improved decision making.
- Establish a member research program to gain insights into member experiences, preferences, and engagement drivers.

SELECTION CRITERIA

The successful applicant will be a self-starter, have high attention to detail and meet the following criteria:

- Experience managing membership/loyalty programs ideally within a not-for-profit.

- Experience working with CRM and MRM systems.
- Experience with campaign management.
- Solid project management skills with a flexible attitude to changing priorities.
- Excellent interpersonal and communication skills.

In a competitive situation it would be a bonus if you had:

- Bachelor's degree in business, marketing, communications, or a related field.
- Familiarity with different CRM software and data analysis tools.
- Passion for environmental conservation and sustainable fishing practices.

BENEFITS OF WORKING WITH OZFISH INCLUDE BUT ARE NOT LIMITED TO THE BELOW:

- *Lend Your Week* employee exchange program
- Fishing day a month incentive
- Flexible work arrangements

MORE INFORMATION:

To express your interest in this role please contact Renee Ferenc, Director of Engagement and Culture, 0402 019 193 reeneferenc@ozfish.org.au.

CLOSING DATE:

Applications will close on APRIL 30, interview may commence prior so please submit your applications in as early as possible.