WISCONSIN
LIBRARY
ASSOCIATION

Membership & Communications Coordinator

Status: Part-time, Non-exempt

Duties and Responsibilities

- Update and maintain member records and database using membership management software (MemberClicks). Generate monthly membership reports and monitor trends. Assist in tracking and maintaining donations, member participation, and engagement statistics for WLA and the WLA Foundation.
- Collaborates on projects with WLA Executive Director, Financial Manager, Event Planner, and volunteer leaders, and volunteer committees.
- Assist with membership recruitment and retention efforts, including outreach to lapsing members, welcome calls to new members, and development of prospect spreadsheets complete with key contacts and background information.
- As a member of the WLA staff team, assist with on-site and virtual events.
- Manage event registration through the MemberClicks software.
- Manage content for the WLA and Wisconsin Heritage Center websites.
- Assist with member communications, including e-blasts, electronic newsletters, website content, and publicity for events and conferences. Create social media content for marketing the association, its programs, services, and events.
- Coordinate mass mailings for WLA and the WLA Foundation.
- Answer incoming calls and emails to the WLA office providing excellent customer service.

Qualifications

- 1 – 3 years of prior related work experience; experience working with an association or membership organization preferred.
- Bachelor's Degree preferred, or equivalent combination of education, training, and experience.
- Research and data collection skills.
- Experience managing volunteers.
- Self-motivated, energetic learner with a good sense of humor.
- Excellent written and verbal skills.
- Experience using social media channels in a business environment is preferred.
- Comfortable with working in a collaborative team environment.
- Highly organized with the ability to meet tight deadlines.
- Proficient with Microsoft Word, Excel, Power Point, and web conference software. Must be comfortable with learning new software programs and technologies.
- Ability to multitask, self-motivate, and work independently in a fast-paced, remote workplace.
- Must be able to travel to conferences and events within Wisconsin.