

Job Description

Program Manager – Member & Marketing Services

Salary: Commensurate with Experience

Employer: Water and Wastewater Equipment Manufacturers Association (WWEMA)

Location: Leesburg, Virginia. Initially in-person 5 days/week. Future option will allow moving to hybrid.

Reports to: Executive Director

Type: Full Time – 3-5 Years of Experience

Required Education: 4 Year Degree or Equivalent Experience

About the Water and Wastewater Equipment Manufacturers Association

WWEMA is a 115-year old national, small non-profit trade organization dedicated to promoting the interests of companies that produce technologies for use in treating and providing safe and clean water for municipal and industrial applications. Our mission is to advance the water industry to ensure a future sustainable environment and improve our members' economic viability.

Job Description

WWEMA seeks an entrepreneurial **Program Manager** who has both the capacity and demonstrated track record to carry out the following duties and responsibilities in an effective, efficient, and highly professional manner. S/he will be expected to contribute broadly to all aspects of the fulfillment of WWEMA's Strategic Plan. Working from the office is required for tasks that require a high degree of collaboration. A hybrid work structure where team works two-days remote and three in office will be a future option.

The **Program Manager** will assist in the overall strategy, planning, and implementation of activities to promote membership retention and growth, and successful execution of the Association's marketing programs. This includes developing marketing materials, identifying and engaging with potential prospects regarding the benefits of WWEMA membership, and actively participating in major trade show events including AWWA ACE and WEFTEC. The **Program Manager** will also assist in recording and reporting progress metrics to the Executive Director, Board of Directors, and Membership.

The **Program Manager** will report to the Executive Director of the organization. This position is required to attend industry events and host Association functions always promoting the organization and highlighting the benefits of membership. To achieve success, an individual who is both independent and a team player is essential. Performance of the duties associated with this responsibility requires an individual capable of inspiring and motivating prospective members as well as excellent communication and interpersonal as well as management skills.

The **Program Manager** will have a demonstrated ability to perform the following:

Membership:

- Assist in implementing a comprehensive marketing and communications plan to improve membership retention and stimulate membership growth, including direct mail campaigns; use

of social media; website content and development; soliciting volunteers to assist in recruitment efforts; creating promotional materials; and analyzing results.

- Effectively achieve the membership level goals via new members and retention. Help manage a pipeline of member prospects and implement tactics to secure new membership. Respond to inquiries from prospective members and track results. Drive member investment, value, and participation.
- Research and analyze membership needs through the development and implementation of programs for new and expanded services to ensure the organization's continued relevancy.
- Analyze membership dues categories in comparison to the marketplace and recommend changes as needed.
- Manage the integrity of the membership database in ACT and ensure accurate centralized membership and prospect data.
- Maintain the membership marketing booth and help coordinate logistics for the Association booth at industry conferences.
- Represent the Association at key industry events through exhibits and direct membership promotional activities.
- Serve as primary staff liaison to the Marketing & Member Services Committee.

Meetings

- Participate in Association meetings and assist in the planning, organization, and fulfillment of Association meetings and conferences working with vendors, speakers, and attendees.
- Prepare budgets and track spending to ensure meetings and conferences stay within their budgets.
- Develop and manage all marketing plans for Association meetings, including collateral and promotional materials, electronic communications, advertising, website, and other delivery channels.

Marketing/Communications Plan

- Assist in the development of a full marketing and communications plan across all available media platforms including the website, articles, press releases, materials, reports, webinars, etc. driving member advocacy, influence, education, and connections. Partner with associate media members and the Marketing and Member Services Committee to implement.
- Keep current of all the latest membership marketing techniques and employ them as deemed appropriate.

- Provide content update on website, including membership directory and product guide, members-only section, members in the news, social media content, and current news and events.
- Develop and oversee all aspects of the Association's social media programs.

Requirements

- 4 Year Degree or Equivalent Experience
- Excellent written/oral communications and interpersonal skills.
- Proficient in Microsoft Word, Excel, Outlook, and PowerPoint and in the latest information technology, social media, and audio/visual aids.
- Knowledge and use of customer relationship database to track member and prospect contacts.
- 3-5 years of Association or related experience; small Association experience a plus.
- Self-motivated with solid organizational skills to manage multiple projects.
- Some travel required.

Notes

The Association offers a very competitive benefits package. E-mail resume, cover letter, and salary requirement to Susi Ricker at: susi@wwema.org Please include a cover letter stating why you are interested in this position and what experience and/or skills you would bring to the position and to the Association. WWEMA is an Equal Opportunity Employer.