

JOB DESCRIPTION

Position Title: Membership Lead

Term: Full-time – 1 year contract

Reports to: Director, Partnerships

Effective: October 2021

Starting salary range: \$50,000-\$55,000

Please send your CV and cover letter to careers@ppforum.ca

What is the opportunity?

In this role as Membership Lead, you will help to grow and coordinate Public Policy Forum's member base. PPF is an independent, non-partisan, non-profit organization, and a registered charity. We are a member-based organization that convenes discussions of emerging and established thinkers, doers and deciders on fundamental Canadian policy issues and identifies fresh policy options and paths forward.

Our members include organizations who engage, fund and contribute to PPF's pan-Canadian engagement. PPF's membership base is the foundation of the organization and includes over 220 members from across the country and represents a diversity of sectors. Members are private companies, governments, academic institutions, unions, associations, NGOs, indigenous organizations, and Foundations.

PPF is seeking a gifted relationship manager to help grow and foster our diverse member base in a newly created role. PPF team members interact with our members on a daily basis. On any given day, members of our membership base may be: discussing an issue with members of our senior management team, contributing thought leadership to a PPF project, signing up to a PPF learning program, or participating in one of PPF Member Friday events where we bring members together to discuss policy issues of the day. This is 12-month contract.

In this role, you will:

- 1) be the primary point of contact for our members on new memberships, member onboarding and membership renewals;
- 2) work closely with Director of Partnership and Vice-President, External Relations and play a critical role in identifying and soliciting new members and managing member outreach campaigns;
- 3) work closely with PPF team members who have relationship-management responsibilities for their own segments of the member base;
- 4) be responsible for keeping the PPF CRM up to date as it pertains to member business;
- 5) execute the relationship management of your own segment of the membership base, and
- 6) work closely with the events team to coordinate the PPF Member Friday event series.

You will report to the Director of Partnerships and work closely with senior management.

You are located in or near any of the following cities: Victoria, Vancouver, Calgary, Edmonton, Toronto, Montreal, Quebec City or Ottawa. This job will require occasional travel to events and meetings, and attendance at PPF events that take place after typical work hours (as Covid protocols permit). We are happy to speak with interested applicants about PPF's Covid protocols and hybrid workspace plans.

What will you do?

- Manage a portfolio of PPF members and identify prospective members
- Manage new memberships, member onboarding and member renewals
- Support senior management team with member outreach and campaigns
- Ably communicate with current and prospective members as their interface with PPF
- Conduct research to prepare for member and prospect meetings
- Communicate internally with colleagues, representing the members' needs and interests
- Coordinate the PPF Member Friday event series
- Maintain strong records using PPF's CRM and project management platforms

What do you need to succeed?

Must-have

- Demonstrated ability to build and develop professional relationships
- Practical experience cultivating, soliciting, closing, and stewarding memberships
- Three years or more of relevant experience
- A post-secondary degree, or an acceptable combination of work experience and education
- Strong marketing, communications, and customer service orientation
- Superior English-language writing and oral communication skills.
- French proficiency is highly desired
- Ease and professionalism in speaking with people at diverse levels of leadership including CEOs/EDs
- Enthusiasm for team collaboration hubs and project management tools such as Microsoft Teams and Planner, Google Workspace or similar apps and platforms. (PPF uses Microsoft Teams and Planner but specific experience in that platform is not required.)

Nice-to-have

- Bilingualism will be considered a highly significant asset.
- Direct experience at a member-based organization will be considered a highly significant asset.
- Event management experience
- Project Management experience.
- Your own network of PPF-relevant organizations/individuals or an understanding of the Canadian policy landscape.
- Being a highly organized person is a bonus.

PPF provides equal opportunity to all employees and applicants without regard to age, ancestry, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status (including single status), gender identity, gender expression, record of offences, sex, and/or sexual orientation.