



Director of Memberships

Grounded Solutions Network

Remote (Washington, D.C. Preferred)

Salary: \$105,000 - \$125,000

BACKGROUND

The Organization

Grounded Solutions Network is a national nonprofit dedicated to shaping communities to be equitable, inclusive, and filled with opportunity for all. Strong and inclusive communities provide the foundation that people and families need to thrive, both in the present and for future generations. As a national membership organization, we support nonprofit and government practitioners, community resident leaders, advocates, elected officials, and other housing professionals with the tools and knowledge they need for success. We promote the creation and preservation of quality housing that remains affordable for generations. Our work specifically targets creating and expanding housing with lasting affordability, using a racial equity lens.

Our organizational culture is evolving and strives to address critical thinking and consciousness about race and class as an integral part of advancing our affordable housing mission focus. We seek candidates who are dedicated to achieving measurable racial equity impact as both a process and outcome of our mission. We are continually working toward building a staff team that is as racially and culturally diverse as the communities that we serve. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

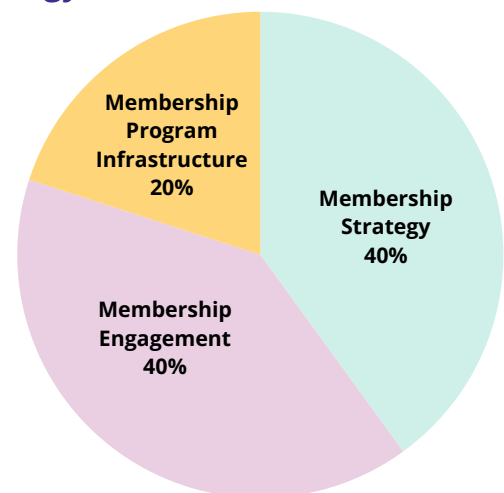
The Position

We're seeking a Director of Membership dedicated to building and harnessing the collective power of Grounded Solutions' 250+ members, so that we can drive transformative solutions in scaling housing with lasting affordability, particularly within BIPOC, under-invested, and marginalized communities. This pivotal role involves crafting and guiding our overarching membership strategy, expanding our member base, and ensuring the delivery of tangible and impactful benefits for our members. This position demands exceptional interpersonal skills, problem-solving acumen, and a collaborative approach to working with staff, members, and partners. We seek a proactive, results-oriented strategic thinker adept at managing multiple deadlines and intricacies. A proven commitment to advancing initiatives promoting racial equity is essential.

ROLE OVERVIEW

Shape and execute organization's membership strategy (40%)

- Develop and annually revise GSN's growth and retention strategy, as well as developing strategic partnerships with relevant organizations.
- Diversify our membership strategy, including a comprehensive review of membership dues, benefits, and value proposition.
- Set strategic objectives to effectively retain and expand membership within the ecosystem of individuals and organizations dedicated to supporting lasting affordability in housing.
- Lead the transition from the current structure to a more customized structure for each type of client, incorporating TA, training, and HomeKeeper's elements.



Shape and execute organization's membership strategy (40%) (cont.)

- Lead annual member drive. Develop, systematize, and implement targeted outreach campaigns and personalized engagement initiatives, both directly and by coordinating efforts of all staff.
- Serve as the organization's membership ambassador, frequently interacting with external audiences to build relationships and promote membership.
- Collaborate with the communications team to create compelling content that effectively communicates the value of membership.
- Equip staff to effectively advocate for membership when presenting, forming partnerships, and traveling.

Oversee member engagement and communications (40%)

- Reimagine the structure for the organization's liaison with member inquiries, ensuring prompt and effective responses while overseeing the escalation of pertinent issues to appropriate channels when necessary.
- Drive enhanced member engagement through strategic planning and execution of member exclusive events and targeted communications.
- Promote member achievements to industry stakeholders, showcasing their impact to reinforce the value of membership.
- Drive engagement with our comprehensive benefits package, including access to the Help Desk, specialized tools, training, and the member-only Meta group.
- Ensure that members feel valued and supported, emphasizing that membership is about supporting our collective mission.

Maintain membership program infrastructure (20%)

- Lead the execution of the annual board elections process and member meeting in accordance with organizational bylaws.
- Oversee the management of member data within Salesforce, leveraging insights to drive organizational strategy, inform decision-making processes, guide advocacy initiatives and targeted calls to action.
- Oversee all membership tracking and reporting data, including but not limited to accurate membership records, membership trend analysis by state and region, current, new and prospective member information, and member experience throughout join and renewal process.
- Stay informed about trends and best practices in membership management and nonprofit governance and proactively identify opportunities for innovation and improvement within the organization's membership program.
- Be politically astute and build strategic relationships within the membership, ensuring the organization's direction and goals and those of our broader community align with each other.

Above is not an exhaustive list of duties.

Other duties will come up as assigned as it pertains to membership.

THE IDEAL CANDIDATE

The ideal candidate for the Director of Memberships position possesses the following competencies:

Strategic Vision and Execution Possess the ability to craft and implement forward-thinking membership strategies, demonstrating a proactive and results-oriented mindset.	Effective Communication Excel in clear, concise, and persuasive communication, both written and verbal, ensuring effective member engagement and relationship building.	Analytical Acumen Utilize strong analytical skills to interpret data and trends, making informed decisions to enhance membership growth and retention.
Collaborative and Inclusive Leadership Foster an inclusive environment, working collaboratively with diverse teams and partners to achieve common goals and promote a sense of belonging.	Adaptability and Innovation Show adaptability in managing multiple priorities and deadlines, embracing innovative approaches to improve membership services and programs.	Commitment to Equity and Inclusion Demonstrate a deep commitment to advancing racial equity, integrating equity principles into all aspects of membership strategy and execution.

Additional Qualifications

Grounded Solutions values diversity in our team, welcoming candidates from all backgrounds, identities, and experiences. We encourage individuals of color, diverse gender identities, those with disabilities, and LGBTQ+ applicants to apply. Don't hesitate if you don't meet all qualifications; we believe in your potential and urge you to apply regardless. Studies have shown that men apply for jobs when they only meet 60% of the qualifications, but women only apply if they meet 100% of them. We encourage all enthusiastic candidates to pursue this opportunity!

Knowledge, Skills, and Abilities

- At least 8 years of experience in roles emphasizing member engagement, recruitment, or network facilitation within a professional setting.
- Excellent analytical, organizational, problem-solving, facilitation, decision-making, interpersonal communication, and time management skills
- Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Previous experience leveraging action plans to facilitate work.
- Excellent people skills with the ability to foster collaborative relationships, both internally with staff and externally with members, partners, and stakeholders.
- Excellent organizational skills with the ability to manage multiple priorities, deadlines, and details simultaneously. Proven ability to oversee the execution of membership programs and infrastructure, including board elections and member meetings.
- Proficiency in utilizing customer relationship management software, with a strong preference for experience with Salesforce.
- Tech-positive attitude and willingness to learn and adopt multiple technologies to support our work. Familiarity with Dropbox, Asana, and FormAssembly a plus.
- Experience of managing staff in a remote environment.

THE IDEAL CANDIDATE (cont.)

Knowledge, Skills, and Abilities (cont.)

- Entrepreneurial mindset with a focus on business development, member engagement, and strategy development.
- Proven ability to develop a high-level roadmap for membership growth and engagement.
- Familiarity with the field of affordable housing is preferred but not essential (and, especially, shared equity models and community land trusts models) and a commitment to advancing affordable housing using a racial equity lens.

WHO WE ARE

Work Environment

- Supportive, stimulating, and collaborative environment with passionate colleagues dedicated to building community, equity, and justice
- Opportunities for professional growth and development
- Competitive, comprehensive benefits package including health, dental, matching 401k, and paid time off

Our Commitment to Diversity, Equity, & Inclusion

Grounded Solutions believes that our team should reflect, respect, and understand the diversity of backgrounds, identities, and experiences of the communities that we serve. We strongly encourage people of color, people of all gender identities, people with disabilities, and LGBTQ+ candidates to apply. Studies have shown that men apply for jobs when they meet only 60% of the qualifications, but women only apply if they meet 100% of them. If you are unsure that you qualify for the position but think you'd be great at the role, we encourage you to apply anyway. If you don't have the minimum qualifications, you may be offered a different position and title, and we would partner with you to help you gain the skills necessary for the position as posted.

COMPENSATION AND BENEFITS

Salary

\$105,000 - \$125,000

Benefits

- Generous low-cost medical, dental, and vision for employees and their families
- Employer-sponsored health spending account with eligible plans
- 20 days paid time off in Year 1 (increases to 25 days in Year 2 and more over time)
- 12 weeks of parental leave following the birth or adoption of a child
- Short & long-term disability
- Generous annual holiday schedule, with 12 paid holidays annually
- Up to 4% company 401k contribution based on your salary

We also offer:

- Supportive, stimulating and collaborative environment with passionate colleagues dedicated to building community, equity and justice.
- Opportunities for professional growth and development
- Competitive, comprehensive benefits package including health, dental, matching 401k, and paid time off.



TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by September.

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[Submit an application](#)