



MOPS.ORG

We don't sell mops; we gather moms. Here at MOPS, we believe in the simple but revolutionary idea that remarkable things happen when moms come together. That's why we rally women, in their own neighborhoods, to help them become more brave, kind and honest, one gathering at a time.

We're a family friendly, faith-based organization looking for hungry, smart and humble individuals to grow MOPS and make us better at cultivating communities of moms around the world. We have fun as we work, and when all else fails we eat chocolate and drink coffee together.

If the warm fuzzy feelings you get from serving moms aren't enough, we also offer benefits like health insurance, a retirement plan that MOPS matches, and lots of holidays and vacation days. So get ready to work hard, laugh often and celebrate victories with us along the way.

MOPS International is looking to hire a rock star Membership Manager. Join the Marketing Team and play a critical role in helping us reach 1 million moms through growing our membership community. Interested? Pick up your laptop, send us your resume, and we'll do an incredibly embarrassing happy dance!

Here's what you need to know:

Key Responsibilities

- Responsible for ensuring MOPS members have an endearing and energizing membership experience that meets their felt needs.
- Build a global sisterhood of moms who feel deeply connected to each other and MOPS.
- In conjunction with Membership Strategist, execute world-class development and distribution of membership resources including a weekly email, digital content, quarterly benefits and welcome kit.
- Create, write and execute effective lead generation efforts to bring in new members.
- Report monthly on member engagement with all resources to Marketing team as well as Outreach team.
- Develop strategy and an editorial calendar for the member portal.
- Oversee growth and content strategy for MOMSnext.
- Work with Social Media Manager to create effective and engaging digital strategies and sales funnels.
- Meet and exceed goals for member engagement and new member acquisition.
- Market and execute two to three digital events a year for member acquisition.
- Develop and execute marketing plans for Masterclasses and Collectives.
- Assist Development with activities to improve member retention and alumni engagement, including ROOTS program.
- Develop winning strategies for engaging moms who have no experience with MOPS through programs and products that meet their felt needs.

- Oversee Membership Strategist and ensure that she/he thrives in the role.
- Leverage the MOPS media, membership content and influencer marketing to help reach marketing goals.
- Write copy as needed for marketing projects.
- Attend and provide input for all creative meetings.
- Curate content for all MOPS media channels as time permits.
- Other duties as assigned.

Job Qualifications

- Follower of Jesus and able to faithfully sign and uphold the MOPS Faith and Values Statement.
- Bachelor's Degree in marketing or related field preferred.
- Demonstrated excellence in copyediting and expert in AP style.
- Ability to manage assigned budget expenses.
- Strong problem solving skills and analytical ability. Ability to assess situations quickly and evaluate viable options wisely.
- Strong interpersonal skills and experience working in a collaborative, cross-functional environment.
- High level of accuracy and attention to detail. Ability to organize, prioritize, and fulfill responsibilities in a timely manner.
- Ability to provide documentation, timetables, and follow-up for a wide range of projects simultaneously.
- Strong computer skills with proficiency in Word, Outlook, Excel.
- Ability to direct and manage off-site contractors.

Details

The Membership Manager is a 40hrs/wk in-office position that is eligible for all of our benefits.

Send your resume and cover letter to employment@mops.org so that we can get to know you better. Don't be shy, tell us why this is the perfect job for you and why you're excited about our vision to reach 1 million moms. We can't wait to hear from you!