

TITLE: Director, Member Engagement
REPORTS TO: Executive Director

GENERAL DESCRIPTION

The Director, Member Engagement, leads CMC's national member engagement and sector development strategies. The Director ensures that CMC's offering to members is a superior value proposition and that programming (e.g. programs, services, events, projects) across the organization is aligned with the priorities and values of our members.

The Director provides strategic advice to the Executive Director as related to sector development and member engagement, retention, and growth, as aligned with the framework of the strategic plan and the evolving needs of members. This includes developing, delivering, and measuring strategies based on research and analysis of the needs and priorities of CMC members and the sector at-large.

The Director oversees the CMC customer relationship management system or CRM, and as such, is responsible for the fulfillment of a number of service/program delivery functions (e.g. annual conference registration process) in relation to member services and organizational priorities.

In collaboration with the Executive Director and members of the Board of Directors, the Director will represent CMC in meetings with senior government staff, members, partners, and various stakeholders to advance collaborations.

The Director will measure the impact of all sector development and engagement activities across the organization on an annualized basis.

The Director will leverage strong listening, written and presentation skills, and an ability to develop and sustain relationships, partnerships and alliances across a broad spectrum of influencers and stakeholders, and apply these skills to advance membership value for CMC members, while enhancing the overall capacity of the sector.

KEY RESPONSIBILITIES

Member Engagement

- Develops, implements and evaluates an integrated member engagement, retention and growth strategy, addressing the interests and value-added expectations of members by:
 - Collecting and applying member data to ensure a direct alignment of CMC service/program delivery with member priorities.
 - Developing opportunities to provide member benefits through new and existing sector resources, including webinars, workshops, and seminars.
 - Developing a standardized process to define and measure the value-proposition of membership, the realization of expectations regarding services/programs, and the overall benefit of membership.
 - Promoting CMC's value proposition to current and future members.
 - Measuring the success of the above initiatives.

Enhancing Sector Capacity

- In collaboration with the Director, Advocacy and Partnerships, identifies new and existing funding/collaboration opportunities with sector partners, the federal government, as well as with non-governmental partners, which add value to members.

- Finds partnership opportunities within the sector for the aggregation and co-promotion of resources and tools to enhance capacity.
- Identifies value-added offerings to attract and retain members (e.g. professional development, leadership activities or development of tools/resources) and implements such offerings in collaboration with internal colleagues, as well as sector partners.
- Identifies, vets and implements viable recurring revenue generation programs which mutually benefit members, CMC, and member-owners within the sector (e.g. affinity programs, sector job advertisement programs, customer referral programs, customer acquisition programs).
- Supervises and leads program and project teams including funders, national partners and collaborators, internal staff, contract staff, consultants, and student team members.
- Ensures the effective dissemination of program and education opportunities through a variety of CMC dissemination portals (e.g. website, social media, national conference).
- Measures the success of the above initiatives.

Information Management

- Oversees the CMC customer relationship management system or CRM, and as such, is responsible for the nature, accuracy and use of such data in relation to CMC policy and current legislation and applies the CRM to fulfill a number of service/program delivery functions (e.g. annual conference registration process) in relation to member services and organizational priorities.

Communications

- Builds collaborative relationships with other co-operative organizations, including CMC member organizations, provincial co-operative organizations, federations, as well as federal government departmental staff and a community of national partners.

Performs other duties as assigned by the Executive Director.

THE SUCCESSFUL CANDIDATE WILL POSSESS

- A bachelor's degree or equivalent.
- A minimum of five years relevant experience in fields such as not-for-profit sector management, co-op development, government management, or association management,
- A minimum of five years of program/project management experience including program/project design, proposal development, budgeting, human resources management, and results measurement.
- Understanding of federal government funding processes and requirements.
- Strong interpersonal skills, including the ability to build long-term professional relationships with a national community of funders and stakeholders.
- Fluently bilingual (English and French) – both spoken and written.
- Working knowledge of the co-operative economy and/or the not-for-profit sector is an asset.

SUPERVISION

- Manage and motivate assigned team members, contractors, students and interns.

SKILLS AND ATTRIBUTES

- The Director brings:
 - a. Strong leadership, problem solving, and decision-making competencies, the proven ability to work collaboratively with internal leaders and their teams, as well as a strong capacity to achieve results.
 - b. A high degree of organizational, interpersonal and communication skills.
 - c. Proven experience in the delivery of engagement/service delivery strategies.
 - d. Senior level experience in data management best practices, as well as a working knowledge of government decision-making processes.
 - e. A high degree of emotional and business intelligence when dealing with members, external funders, prospective and established partners.
 - f. Proven experience in establishing long-terms collaborations, partnerships and programs.

WORKING CONDITIONS

- Some travel required - predominantly domestic.
- Weekend and evening work may be required during peak periods and travel.

COMPENSATION

A competitive compensation package including benefits is provided.

Closing Date: Until filled