



MEMBERSHIP MANAGER

Department: Membership

Reports to: Executive Director

ORGANIZATIONAL OVERVIEW

Napa Valley Grapegrowers (NVG) is a non-profit organization focused on cultivating viticultural excellence and environmental stewardship for the Napa Valley. Our vision is to be a local and global leader for a science-based approach to grape growing and agricultural stewardship, to ensure the viability and resiliency of grape growing in the Napa Valley, and to raise awareness and inspire action.

POSITION SUMMARY

The **Membership Manager** is a non-exempt position responsible for the overall management of NVG's membership including outreach, retention, and member dues and benefits. It is exceptionally important that this candidate can comfortably communicate with all levels of a company, from crews to proprietors. They should have a strong sales and marketing background with a proven track record of exceptional professionalism, analytical skills, communication, and strategic vision.

RESPONSIBILITIES

1. Membership Management

- Act as staff liaison to NVG membership
- Manage and maintain the membership CRM ensuring all data is clean and accurate
- Work with bookkeeping assistant to create monthly membership report for the Board of Directors
- Manage the Membership Committee and work with them to:
 - Develop a membership outreach plan to identify new members and manage a solicitation campaign and strategy
 - Develop and manage a membership retention plan to communicate member benefits and create a feedback strategy to enhance value
 - Including membership engagement and solicitation tracking
 - Assess member categories and value in collaboration with the Finance Committee, and make recommendations to enhance membership benefits and revenue
 - Develop and manage a membership recognition program
 - Meet membership growth and retention goals as established annually by the Board of Directors
- Collaborate with the Marketing Director to create communications and materials that promote the value of our education and advocacy efforts to the industry and community
- Collaborate with Program Director on the website and content library for members

2. NVG Programs and Events

- Support the Event Manager at all member social and networking events
- Support the Program Director at seminars and member programs, as appropriate
- Support Industry & Community Relations Director at community events, as appropriate
- Harvest STOMP, NVG's annual fundraising event
 - Support the Program Director with event registration, communication, and follow-up
 - Support onsite attendee registration and check-in
 - General administrative and operational support for event production

3. Administrative

- Manage Membership Committee meetings and prepare minutes
- Attend Grower Services, Viticulture & Environmental Stewardship, Development, Marketing, and other committee meetings, as needed
- Provide general support to the Executive Director

EDUCATION & EXPERIENCE

This is a manager-level position. A minimum of 5 years of experience is required. A bachelor's degree is preferred, but not required.

QUALIFICATIONS

- Superior writing and verbal communication skills
- Experience with CRM and/or database software
- Experience or interest in the Napa Valley grape-growing industry
- Highly motivated work ethic and organizational skills
- Strong interpersonal skills and an outgoing personality
- Advanced abilities to create, maintain, and report budgets
- Demonstrated success managing accounts and performing analyses
- Experience with the sales and management of a luxury brand a plus
- Ability to work with management, colleagues, and people throughout the business and industry at every level

PHYSICAL REQUIREMENTS

These are required to perform the key responsibilities of the job with or without accommodations:

- Must be able to lift up to 50 pounds repeatedly
- Ability to assist with event set up, breakdown, and coordination
- Must be able to sit most of the time; routinely required to walk and travel by car

ADDITIONAL REQUIREMENTS

- Must possess a valid state driver's license, have a clean motor vehicle record, and able to drive a reliable vehicle
- This job requires the use of your personal vehicle, for which you will be reimbursed for business-related driving expenses
- Must be able to sell, work with and around alcoholic beverages

WORK ENVIRONMENT

- Primarily works in a climate-controlled office-based setting
- Position may require the worker to commute to offsite locations to complete business

TO APPLY

Candidates should submit the following via email to Emily Hegarty: ehegarty@napagrowers.org with the subject line: MEMBERSHIP MANAGER APPLICATION:

1. An attached resume
2. A cover letter that addresses how agriculture or viticulture resonates with you. If you do not have any experience in wine/vit/ag, how do you plan on genuinely communicating the mission, vision, and values of the organization?

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Napa Valley Grapegrowers is an equal-opportunity employer.

Napa Valley Grapegrowers
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