



Construction Advancement Program
of western pennsylvania fund



Master Builders' Association
Of Western Pennsylvania, Inc.

Sponsor of Construction Advancement Program

POSITION DESCRIPTION

POSITION TITLE: Director, Membership & Marketing
JOB STATUS: Exempt
REPORTS TO: Executive Director

REVISION DATE: November 1, 2021

THE ORGANIZATION

In 1886, a group of contractors organized the Master Builders' Association of Western Pennsylvania, Inc. (MBA) to fulfill a need for unified contractor representation in organized labor dealings. They also recognized the value of promoting the common interests of those in the construction industry and the need to establish guidelines for quality and professionalism.

Recognizing the need for specialized management and jobsite services, due to the complexity and sophistication of the construction industry, the MBA incorporated an industry advancement fund into the collective bargaining agreements to further enhance the contractor's competitive stance in the market. Founded in 1961, this industry fund, the Construction Advancement Program (CAP), provides support services in the areas of safety, public relations, legislation, human relations, industry relations, education, and apprenticeship.

Today the Master Builders' Association of Western PA, Inc. (MBA) is the trade association representing the commercial construction industry in western Pennsylvania. Our more than 240 member companies include general contractors, construction managers, specialty contractors, and service and supplier companies and collectively account for more than eighty (80) percent of the commercial construction in our area.

We are searching for a talented membership and marketing professional who can help us better engage our members, deliver a strong value proposition, build our brand, and improve our communications.

POSITION SUMMARY

MBA has an immediate opening for a **Director of Membership and Marketing**. The Director of Membership and Marketing is responsible for leading MBA's day-to-day efforts to increase the depth and value of the member experience, resulting in higher member satisfaction, retention, and growth of MBA's total membership. In addition, the Director of Membership and Marketing is responsible for the creation and execution of a marketing and communication strategy to generate internal and external awareness of and participation in our events, programs, products, and services. The Director of Membership and Marketing will report to the Executive Director and will support the membership and marketing efforts of all MBA departments.

Leading the Industry, Building the Region!

631 Iron City Drive | Pittsburgh, Pennsylvania 15205
412.922.3912 | FAX 412.922.3729 | www.mbawpa.org

ESSENTIAL DUTIES AND RESPONSIBILITIES

Membership Recruitment, Experience & Retention

- Own and elevate member recruitment and the membership experience. Responsible for all aspects of membership recruitment, engagement, and retention to include the development of a comprehensive annual membership recruitment and retention strategy.
- Work with the Coordinator of Member Events & Communications to engage MBA customers through ongoing and targeted outreach throughout their membership lifecycle.
- Conduct regular audits of member benefits and gap analyses to determine and refine the membership value proposition. Map MBA's customer journey and suggest changes that will improve the experience and ultimately increase our annual renewal rate, member engagement and member satisfaction indicators.
- Set annual membership retention and recruitment goals and continually evaluate campaign performance against those goals.
- Conduct market research to track and prioritize potential members. Evaluate collective bargaining data and market shifts to identify eligible prospective members.
- Oversee the selection and implementation of an association management system or membership database, ensuring accuracy and up-to-date data exhibiting a membership journey and pipeline.
- Analyze membership administration practices and procedures and make recommendations for improvements.
- Design effective tools and messages to demonstrate the value proposition to potential members and ensure that all stakeholder material clearly communicates this message.
- Initiate and maintain an exceptional level of member satisfaction and positive interactions, through multi-channel communications (telephone, email, online).
- Provide monthly and annual content reports and analytics on member participation and activity.
- Manage any budgets related to membership and marketing, providing internal staff stakeholders the necessary information to estimate the marketing costs of their efforts.
- Serve as staff liaison for the Young Constructors Committee and any other relevant or assigned committees.
- Represent the association at assigned meetings and industry events as needed.

Marketing

- Collaborate with the MBA team to develop and execute marketing strategies that support MBA's strategic plan; work with departments to develop and implement annual marketing plans that promote MBA's events, programs, products, communications, and services.
- Communicate through multiple channels with diverse audiences to deliver a compelling, engaging message tailored to their motivations and interests.
- Establish and maintain relationships with internal staff stakeholders to promote new products and services that add member value.
- Track marketing campaign metrics to assess the effectiveness of messaging and what programs, products, and services are most valued; develop and report on key performance indicators related to marketing activities.
- Lead market research to understand the need, interests, motivations, and demographics of current and potential members, as well as consumers of professional development and other services.
- Own and elevate MBA's strategic use of the organization's website; work with the Coordinator of Member Events & Communications to ensure timely website content and design updates.
- Direct the implementation of member communications and the marketing of MBA activity, programs, and services to increase member awareness and organizational relevance.

Leading the Industry, Building the Region!

- Act as internal owner of the website, working with stakeholders to ensure content is kept up to date, maintains consistent branding and reflects the growth of our industry.
- Help create and implement a strategy to segment content for MBA's audiences to ensure they receive relevant content to keep them informed and subscribed.
- Drive efforts related to email marketing in coordination with the Coordinator of Member Events & Communications.
- Oversee design and creation of marketing materials, including ads, graphics, programs, videos, and other collateral. Secure and manage freelance designers as needed.
- Develop and manage an integrated social media strategy to build MBA's audiences across social media platforms.
- Measure, monitor, and report ROI on marketing initiatives and work to make continuous improvements.
- Create and execute an annual marketing calendar.

Member Service

- Be a relentless advocate for the member experience, while understanding how to drive organizational priorities.
- Develop a thorough knowledge and understanding of MBA's benefit program and delivery methods as to become an in-house expert on all the MBA programs and benefits.
- Identify members' needs, clarify information, research customer issues, and provide solutions and/or alternatives.
- Resolve customer situations, within MBA's policies and procedures. This will include identifying the member's/customer's reason for reaching out; ascertain the cause, if possible; select and explain the best solution to the member; and expedite corrections including follow-up to ensure the issue has been resolved.
- Ensure alignment between member interest and overall strategy, making sure member needs and demands are understood and utilized to improve services.
- Direct the resolution of inquiries, problems and complaints; responds to the most sensitive or complex inquiries or complaints.
- Direct member services including all programs and their implementation, networking, customer service and education with a direct focus on member engagement and retention.
- Ascertain members needs for improved services and take appropriate action to improve existing services or institute or recommend expanded or new services.
- Conduct annual and quarterly review of service goals, plans and accomplishments.

EDUCATION AND/OR EXPERIENCE

- Highly motivated self-starter with a proven sense of initiative and ownership, including association experience, membership sales and customer relations.
- Bachelor's degree from an accredited institution in a related field is required.
- Minimum 3-5 years of relevant membership and/or marketing experience in a membership organization that includes managing the full membership life cycle, understanding member experience and value.
- Strong analytical skills for gathering and interpreting member needs, interests, motivations, and requirements.
- Exceptional project management experience and attention to detail with multiple priorities

Leading the Industry, Building the Region!

- The ideal candidate will have excellent written and interpersonal communication skills; outstanding writer, with strong grammatical and proofreading skills; ability to plan and write successful marketing copy.
- Proven project management skills, attention to detail, and ability to manage multiple projects, timelines, and stakeholder relationships effectively.
- Experience managing multiple social media channels (Twitter, Facebook, LinkedIn, Instagram) for an organization and/or public campaign.
- Proficiency with and a “can do” approach to diverse computer programs and software packages, including the Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Construction industry experience a plus.
- Demonstrated commitment to excellence.
- Occasional travel required with evening and weekend assignments possible.

SALARY AND BENEFITS

This is a professional level Director position reporting to the Executive Director. Salary will be determined based upon education, experience, and skills. Benefits include potential annual salary adjustments and bonus, including a robust insurance and generous 401(k) package, as determined through an annual performance evaluation.

The MBA is an equal opportunity employer and does not discriminate on the basis of race, skin color, national origin, gender, gender identity, gender orientation, age, religion, disability status, veteran status or any other trait protected by law. Diverse individuals are encouraged to apply.

INTERESTED CANDIDATES

If you are an accomplished association and/or construction industry professional who is ready to serve a mission-driven Board and are eager to work in support of the membership with a group of multi-talented and hardworking colleagues, please send your resume and cover letter, including salary requirements, to vcoen@mbawpa.org.

About MBA:

The Master Builders' Association of Western PA, Inc. (MBA) is a non-profit 501(c)6 trade association serving as the voice for the construction industry in Western Pennsylvania. With an annual operating budget of just under \$1 million, MBA provides valuable member services, promoting best practices, and helping to grow a highly skilled workforce. Led by a 13-person board, MBA has a 125+ year track record of industry relevance and impact. MBA serves more than 240-member companies and is a chartered affiliate of the Associated General Contractors of America. To learn more about MBA, please visit <http://mbawpa.org>.

Leading the Industry, Building the Region!