



Job Description

Title: Membership Coordinator

Reports to: President

Employee: TBD

Job Summary

The Membership Coordinator is responsible for Member relations activities, including new Member recruitment, Member retention and Member Education activities.

JOB REQUIREMENTS: Proven experience in sales, marketing or new business development. Excellent oral and written communications. Social media experience a plus.

EDUCATION: BA or BS in business, marketing or related field preferred

Summary of Essential Job Functions

- MEMBERSHIP
 - Maintain membership database
 - Design, populate and maintain online membership relational database
 - Establish objectives, schedule & execute Member visits to discuss issues/concerns/needs/likes
 - Establish objectives, schedule & execute potential Member visits. Along with Communications Coordinator, develop appropriate Member recruiting materials.
 - Solicit, compile and distribute Member feedback
 - Negotiate Member discount programs
 - Maintain Member module on web site
 - Provide guidance to Members regarding existing and/or new regulations or policies
 - Maintain Board of Directors handbooks
 - Develop program to engage and encourage participation from younger FPAA Members
 - Develop program to engage and encourage participation from women FPAA Members

- COMMUNICATION
 - As needed, Interview FPAA staff and Members to write weekly newsletters to FPAA Members; Coordinate distribution of newsletters.
 - Write letters & disseminate information as needed
 - Communicate with board members as needed
 - Assist Communications Coordinator with web site and social media updates
 - Assist Communications Coordinator in providing general industry information

- EDUCATION
 - Develop and promote seminars and other educational opportunities for Members & potential members. Quantify these types of opportunities as “member benefits.”
 - Work with staff and Members to develop ongoing curriculum of educational opportunities.

- Coordinate with One Stop and other organizations to secure funding for educational seminars when appropriate
 - Market educational opportunities to members
- MEMBER RECOGNITION
 - Coordinate Member Awards programs, including FPAA Pillars of the Industry, FPAA Member of the Year, outgoing Board Member awards
- ADVOCACY
 - Work with FPAA staff and lobbyists, as needed, on various FPAA issues
 - Attend meetings in Washington, DC, Phoenix and Mexico City as needed
 - Work with FPAA President and U.S. and Mexican officials and other industry allies to push FPAA positions
 - Participate on industry-wide committees and councils as needed
 - Along with Membership Coordinator, organize FPAA meetings with political figures and regulatory agencies, ensuring a good turnout of FPAA Members and other stakeholders are able to attend
- CONVENTION
 - Manage attendee registration
 - Coordinate sponsor recognition
 - Coordinate Member Awards program, including FPAA Pillars of the Industry
- WEBSITE
 - Assist Communications Coordinator to update web site
- INDUSTRY RELATED MEETINGS
 - Coordinate and/or participate in industry meetings
 - Participate on Workforce Advisory Board and/or other relevant community and industry councils
 - Attend trade shows as needed
- SPECIAL EVENTS
 - Coordinate various special events (Trade Meetings), including venue negotiations, marketing and communication

Auxiliary Job Functions

- ACCOUNTING
 - As needed, assist with data entry.
 - Cross-check credit card receipts with statements
- MISCELLANEOUS
 - Coordinate member warehouse tours
 - Assist in meeting scheduling/set up
 - Special projects as needed

NOTE:

This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Additional information

Activities that the staff person would LIKE to do in addition to current responsibilities.

Assist in development of the member recognition program.

Assume responsibility for food writers tours

Promotional text:

The Fresh Produce Association of the Americas is seeking a Membership Coordinator to oversee Member relations activities, including new Member recruitment, Member retention and Member Education activities. **JOB REQUIREMENTS:** Proven experience in sales, marketing or new business development. Excellent oral and written communications. Social media experience a plus. **EDUCATION:** BA or BS in business, marketing or related field preferred. Salary commensurate with experience. Learn more at www.freshfrommexico.com