
MEMBER ADVOCATE

Strong Towns, a nationally recognized non-profit organization, is seeking a dynamic individual to help us grow our movement by advocating for our members, expanding our membership, and being a champion for the Strong Towns movement.

ABOUT STRONG TOWNS

The mission of Strong Towns is to replace America's post-war pattern of development, the Suburban Experiment, with a pattern of development that is financially strong and resilient. We believe that change will happen when there is widespread awareness of the problem, and broad, bottom-up action led by local communities and individuals across the nation.

Our goals are wildly ambitious, but we've made meaningful progress:

- Our influential media site reached over 2 million people in 2021 and is shaping the national conversation on growth, development, and the future of cities.
- We have over 3,000 members worldwide, including at least one in each U.S. state.
- We witness Strong Towns members each day step up and do extraordinary things in their places to make them more prosperous.

ROLE

We need someone to work with our Development Team, and to closely coordinate with our Content Team and our Action Team, to (1) improve, expand, and support our membership program and (2) advocate for our members, both internally to our team and externally to communities across the continent.

Membership is the way we recognize individuals who have chosen to financially support Strong Towns. Donations from members constitute 40% of our budget and are a tremendous source of stability and financial strength for the organization. Many of our members are also doing amazing things in their communities to make them stronger, putting Strong Towns approaches to work in ways that inspire us. We love our members!

We want someone on our team who is going to wake up each day loving our members along with us, recognizing how amazing they are, working to grow and expand their numbers, and obsessively advocating on their behalf.

The Member Advocate will be a thought leader who will operate with a high degree of autonomy. We expect this person to have high impact growing the movement through membership, through activities such as:

- Serving as an ambassador for the Strong Towns movement, interacting with members and potential members on behalf of the organization.

- Building relationships with Strong Towns members while fostering a broader member ecosystem.
- Spreading the news about what Strong Towns (the organization) is doing and how members can benefit from and support the organization's programs.
- Bridging internal and external communications to connect members to our programs. Advocate internally for our members.
- Telling the stories of our members, their communities, their challenges, and their accomplishments. Guide the organization in celebrating our members.
- Using member feedback to inform and guide the organization's efforts.
- Coordinating member meetups, and other stakeholder meetings, in conjunction with Strong Towns events.
- Creating, testing, and implementing strategies to retain existing members and expand overall membership.
- Leading the organization's membership and retention drives.
- Overseeing our Friends of Strong Towns program, an effort to cultivate ongoing support in annual amounts greater than \$500 per individual.

The Member Advocate will work directly for Charles Marohn, our President/Executive Director, who will have ultimate responsibility for development efforts, budgets, and reporting to the Board of Directors.

KEY SKILLS

The ideal person for this role will:

- Have at least an introductory level of knowledge of the issues addressed at Strong Towns and be motivated by the Strong Towns mission, approach, and strategy.
- Have superior written and verbal communications skills with a naturally friendly and conversational tone.
- Be self-driven and possess the ability to work quickly and independently to meet deadlines.
- Be a natural networker, skilled at communicating by phone, email, and over social media.
- Be passionate about working across differences, particularly partisan political differences, and be eager to assist others in doing likewise.
- Be a creative and strategic thinker who enjoys working collaboratively with thought leaders.

REQUIREMENTS

The Member advocate must meet the following critical requirements:

- Be able to work collaboratively across digital platforms with a remote team.
- Stay up to date on the organization's strategy, campaigns, programs, communications and related issues. Regularly attend internal meetings. Adopt a mentality of continual learning.
- Support development operations by entering membership data into the organization's databases, maintaining contact records, creating accurate membership reports, conducting member research, and preparing call lists.
- Periodically travel, an estimated two to four times per year, for events, retreats and other engagements.

The entire Strong Towns team collaborates digitally from locations around the United States. This is a remote position but, for payroll and travel reasons, applicants must reside in the United States.

COMPENSATION AND BENEFITS

This is a full-time position that pays up to \$45,000 per year. In addition, Strong Towns provides a 401(k) retirement plan, a flexible QSEHRA healthcare plan, and a communications stipend.

We have periodic deadlines and occasional event-driven or calendar-driven demands, but generally keep a flexible schedule. We are an equal opportunity, family-friendly organization. Our work is rewarding, and our organization is making a meaningful difference in the lives of people.

TO APPLY

If you are interested in this position, please visit www.strongtowns.org/employment to start the application process. We are looking to fill this position by the end of June 2022.