



LAKE LANIER ASSOCIATION, INC.

a 501(c)3 nonprofit organization

615-F Oak Street • Suite 200 • Gainesville, GA 30501
(770) 503-7757 • lakeinfo@lakelanier.org • www.lakelanier.org

ORGANIZATION BACKGROUND:

The Lake Lanier Association (LLA) is a 501c3 nonprofit organization with a mission to ensure a Clean, Full and Safe Lake Lanier. This newly created position is an exciting opportunity to join LLA's team in a position that will help expand LLA's communications, presence and membership outreach. The Communications and Membership Coordinator will be directly managed by the Executive Director and will work closely with the LLA Board of Directors, volunteers and members and be a non-voting member of the membership committee.

JOB DESCRIPTION:

LLA is seeking an individual with a unique skill set to create an effective membership experience through the membership retention, renewal and recruitment process and through the ability to create effective marketing and communication materials.

The ideal candidate is highly motivated, self-starting, professional, organized and creative with education and work experience relating to outreach and communications, marketing and/or membership/volunteer engagement to serve in this role. The Communications and Membership Coordinator should have the experience and ability to manage multiple projects, create marketing and outreach materials for multiple mediums and possess excellent interpersonal skills. Must be able to quickly and effectively utilize technology to accomplish these tasks.

PRIMARY DUTIES:

The Communications and Membership Coordinator will be responsible for the following duties assigned, self-initiated and through group collaboration:

- Design and create communications, marketing and outreach materials to effectively communicate LLA's work. (design quarterly newsletter, write monthly emails, create handouts etc.)
- Creating content and manage updates to LLA's social media accounts and website.
- Create automated work processes for member communications and build on outreach tactics to expand organizational reach.
- Maintains and manages the integrity and accuracy of the membership database. (log member information in database, keep contact lists up to date, complete member mailings, process member payments etc.)
- Create automated work processes for member communications and build on outreach tactics to expand organizational reach.
- Receives mail, answers phone calls and emails regarding membership and general inquiries. Ability to take accurate and detailed notes. Must have a customer service orientation.
- Support membership and volunteer initiatives through project leadership, and member event planning and organization. Including helping with and attending the Annual Membership Celebration, the Atlanta Boat Show and Shore Sweep.
- Involve, engage and manage volunteers in various current and new programs.
- Create, run and analyze membership reports, bank deposit and renewal reports and other reporting necessary to support the LLA's initiatives.



LAKE LANIER ASSOCIATION, INC.

a 501(c)3 nonprofit organization

615-F Oak Street • Suite 200 • Gainesville, GA 30501
(770) 503-7757 • lakeinfo@lakelanier.org • www.lakelanier.org

- Perform general administrative and office duties in support and at the request of the Executive Director. (take Board Meeting notes, create packets, order and pick up office supplies, light clean up, task completion and follow up, etc)
- Support the On-Lake Initiatives as needed.
- Other job duties as required.

NECESSARY AND PREFERRED SKILLS and KNOWLEDGE:

- Minimum of a Bachelor's degree with excellent written and verbal communication skills.
- Previous experience or training in marketing, design and/or content creation is preferred.
- Self-starting, excellent organizational, public speaking, problem-solving, and interpersonal skills. Close attention to details.
- Ability and experience utilizing multiple social media platforms. (Facebook, Instagram, Twitter, YouTube). Ability to effectively source content and create original content as applicable.
- First hand familiarity with Lake Lanier, boating and general area knowledge preferred.
- Ability to multi-task and meet deadlines delivering measurable results and a quality product.
- Flexibility with schedules and job responsibilities. Ability to think strategically, open-mindedly, and create and accept change when necessary.
- Preferred but not required skills: Video producing, editing experience and abilities.
- Valid GA Driver's License.

The Communications and Membership Coordinator must have experience with or the ability to learn how to utilize Constant Contact, Wordpress, Microsoft Access, Microsoft 365 Suite (Word, Excel, Publisher, etc), Adobe line of products, Donor CRM platform, and Zoom.

Hands on Position: Lifting up to 50 lbs required for office receiving, meeting set-up/teardown, etc.

A background check and references will be required for final candidates.

Salary: \$16 - \$20 an hour, (30 - 40 hours a week) Commensurate with experience and qualifications. Some nights and weekends will be required depending upon the planned schedule of events.

Benefits: We offer no benefits. We offer flexible hours, requiring some work on evenings and weekends. Schedule to be set/approved by Executive Director. This is primarily an in office work environment with some work from home opportunities.

Please e-mail cover letter and resume to: jobs@lakelanier.org.

Candidates that make it to the second round interviews will be asked to provide samples of previous writing and design work as well as three references.

Lake Lanier Association is an equal opportunity employer and considers candidates for employment without regard to race, color, sex, national origin, religion, age, disability or gender.

Target start date January 1, 2021.