



NAACP *National Association For The Advancement Of Colored People*

Washington, DC Branch

1000 U Street, NW • Suite 100 • Washington, DC 20001

POSITION DESCRIPTION

NAACP MEMBERSHIP COORDINATOR

Position Location:	Washington, DC	Status:	Part-Time
Local Travel:	Occasional	Duty Station:	Remote with MAX. 4 Hours in Office per Month

The NAACP Washington, DC Branch is hiring a part-time Membership Coordinator responsible for managing the recruitment, renewal, engagement, onboarding and transition-in of members into the work on the NAACP DC Branch. This position will lead the Membership Engagement & Customer Service experiences, including coordinating welcome emails, conducting new member orientations and troubleshooting membership issues for resolution to ensure all membership have the opportunity to be engagement in the work of the NAACP.

SUMMARY:

The National Association for the Advancement of Colored People (NAACP), Washington, DC Branch is a 501(c)(4) nonprofit organization. The NAACP is the nation's oldest and largest civil rights organization. For over 112 years, the NAACP has championed the fight for racial equity, since our organization was founded in 1909. The mission of the NAACP Washington, DC Branch is to ensure the political, educational, social, and economic empowerment of African-Americans and to eliminate racial discrimination in the District of Columbia. The NAACP DC Branch has approx. 2,000 members across all 8 Wards of Washington, DC. Since 1913, the DC NAACP has led historic, fights advocating for the political, economic and cultural empowerment of Blacks people in DC. In 1914, our early members led a rally of over 10,000 people protesting segregation and police brutality against Black men, women and children in Washington, DC. Today, the NAACP is a fierce, advocate for transformative solutions to ensure Black lives are safe, healthy, thriving and valued in all spaces. Since 2010, the Washington, DC Branch has processed over 700 legal redress complaints of discrimination, ranging from employment discrimination, predatory lending, police misconduct, public benefits and inmate complaints. The NAACP DC Branch's priority focus areas include economics, health, housing, education and criminal justice. However, the NAACP DC Branch has over 22 program areas encompassing a full spectrum of racial justice issues impacting our most vulnerable and marginalized, Black residents in the District of Columbia.

DESCRIPTION:

This Membership Coordinator position will be responsible for managing membership recruitment and engagement for the NAACP Washington, DC Branch. Membership is the lifeline and power base of the NAACP. The NAACP Washington, DC Branch averages approx. 2,000 financial members annually, including fully paid life members, subscribing life members and annual members. The NAACP aims to enhance our membership engagement and customer service experience supporting the increased activism and growth of our total membership base. This position will lead membership engagement, new member orientations, existing member volunteer skillset mapping, transition-in, direct donations, member communications, renewal management and customer-service problem-resolution.

SUMMARY OF DUTIES:

Duties and responsibilities include:

- Receive and process ***NAACP Membership Applications*** in coordination with the Treasurer and Secretary.
- Engage NAACP Officers and Executive Leaders, as appropriate, to obtain updated NAACP committee meetings, events and pertinent information.
- Develop and update an electronic ***NAACP Welcome Packet***, including NAACP DC General Body Meetings, Committee Meetings and other NAACP information relevant to NAACP members.
- Send ***NAACP Welcome emails*** and electronic Welcome Packet to all new and renewing NAACP members within 7 Calendar Days of receiving notification of membership.
- Coordinate, schedule and conduct ***One-on-One Orientation Calls*** with NAACP members to assess membership interests and align members with any committees, as requested by the member.
- Coordinate with the NAACP Membership Chair to develop a Membership Recruitment Plan, detailing membership drives and growth opportunities, including but not limited to, churches, NPHC organizations, community-based organizations, ANC's, and other partner organizations.
- Lead on-site Membership Recruitment Drives and Membership Orientations, as required.
- Manage the intake and processing of NAACP Membership Applications at events, as required.
- Implement email, direct mail and phone call campaigns, as applicable, to coordinate NAACP membership renewals prior to the expiration of memberships and other membership campaigns growing the membership of the NAACP.
- Develop, track and management measurable areas of improvement supporting NAACP membership growth and improving NAACP membership customer experiences.
- Prepare reports and conduct briefings for the NAACP Officers, Executive Committee and/or General membership, as required, reporting membership activities, successes and impacts.

QUALIFICATIONS:

- The ideal candidate for this position will possess many, if not all, of the following professional qualifications, competencies and personal qualities:
- Experience with technology, email, Canva, graphic design, Google suite, Microsoft 365, WIX and other web-based platforms, required.
- Staff or volunteer experience within an NAACP Branch is desirable, but experience within any membership-based organization is acceptable.
- Experience gained at a nonprofit advocacy organization is preferred, but the NAACP will also consider candidates from philanthropic, research/policy, or national direct service organizations relating to social justice.
- Experience in setting and achieving measurable targets, working as part of a team, and coordinating between multiple stakeholders.
- Strong-attention to detail.
- Strong customer-service and membership engagement skills.
- Ability to communicate effectively, both orally and in writing.
- Excellent analytical, presentation and leadership skills.
- Some college coursework or equivalent experience is preferred.

NAACP IMPACT & PRIORITY AREAS:

The NAACP is a fierce, advocate for transformative solutions to ensure Black lives are safe, healthy, thriving and valued in all spaces. The NAACP Washington, DC Branch has approx. 2,000 members and over 20,000 community partners and stakeholders across all 8 Wards of Washington, DC. Since 2010, the Washington, DC NAACP Branch has processed over 700 legal redress complaints of discrimination, ranging from employment discrimination, predatory lending, police misconduct, public benefits and inmate complaints. The NAACP DC Branch has over 22 program areas encompassing a full spectrum of racial justice issues impacting our most vulnerable and marginalized, Black and Brown residents in the District of Columbia. Although our work is constantly evolving to the challenges most critical at any moment, we are consistently working to advance sustainable change and impactful movements around:

- ***Economic Empowerment:*** The NAACP advocates for financial empowerment, black business development, DEI hiring practices and economic opportunities to close the Black wealth gap.
- ***Health, Food & Environment Justice:*** The NAACP advocates to eliminate health disparities, childhood asthma, lead exposure, maternal morbidity, childhood obesity and works to advance health equity.
- ***Housing Justice:*** The NAACP advocates for affordable housing solutions to mitigate gentrification, which has displaced many DC-natives, exacerbating the Black wealth gap for future generations.
- ***Educational Equity:*** The NAACP strives to eliminate education-related racial disparities and advocates to ensure underserved Black children get a real chance at a fulfilling education and future achievement.
- ***Criminal Justice & Policing Reform:*** We advocate for Black lives' right to public safety and neighborhoods free of gun-violence. We are working to advance transparency and full accountability in policing.

Racial equity and diversity are not an option, but a necessity. A strong membership base is critical to ensure the NAACP has the resources and power to advance the frontline in this fight for social justice. Now is the time and this Membership position is important towards advancing our work to dismantle the systems enabling racial inequities and injustice. Thank you for your commitment and thank you for considering service in the NAACP Washington, DC Branch.

Sincerely,



Akosua Ali
President
NAACP DC Branch