



Local First serves as the catalyst advocating for an equitable and sustainable economy, amplifying the collective voices of local independent businesses and the greater community. Through these actions, we hope to achieve an engaged, thriving local independent business community that values people, planet, and prosperity for everyone across southwest Colorado.

Local First has a small yet dedicated staff and Board with a large reach and meaningful impact. We are an umbrella organization hosting two arms of our work. The Independent Business Alliance (501c6) hosts over 260 local, independently owned businesses and nonprofits. The Foundation (501c3) is a tax deductible funding source and advocacy arm of LF pursuing grants, gifts, and educational opportunities to address pressing issues in La Plata county. Together, we ensure a future for La Plata County that is resilient, sustainable, equitable, and just. If you are passionate about this vision for our future and inspired to support communicating and selling this message across the region, this position may be for you.

Position Title: Membership and Events Specialist

Reports To: CEO, Lauren Berutich

Hourly Wage Range: \$22-25/Hour, Full Time (with commission agreement)

FLSA STATUS: Non-exempt

Job Description

Local First seeks a full time, 40 hour a week Membership and Events Specialist - an enthusiastic professional that drives our day-to-day recruitment, support, communication and outreach to Local First's 265+ business members. This position is responsible for leading annual members programs and marketing opportunities for our growing 265 +members, expanding the Localist program, and overseeing member events and activities throughout the year. The specialist is also responsible for planning and coordinating events. They will select venues, adhere to the given budget, arrange onsite vendors and ensure client satisfaction for the scheduled event while tracking outcomes and budget.

JOB RESPONSIBILITIES

Membership Program (50%)

- Assume a key role in recruiting, onboarding, and retaining a growing membership base of local independent businesses and nonprofit members;
- Serve as a face of Local First with emphasis on one on one communication via email and phone and equally important in person
- Take the lead in answering queries, providing information, devising regular communication activities, and maintaining membership records.
- Run monthly reports to track membership dues and collect/maintain current memberships throughout the year
- Maintain membership processes and data in Google Drive, WordPress, and Infusionsoft database as needed for inventory management, member information and membership drive campaigns, and payment

- Organize and update online website and app directories (ex: adding logos, descriptions, etc)
- Collect data, track membership statistics, and prepare reports
- Organizing events and activities for existing and prospective members.
- Lead team discussions and planning of multiple Localist member incentives throughout the year and review Membership benefits packets for updates and opportunities to grow
- Distribute literature, posters and other program materials to participating businesses
- Monitor info@local-first.org inbox and respond to all correspondence

Events and Programs (45%)

- Lead event planning for Local First Signature Events (Noel Night, Harvest Dinner, First Friday Art Walks) and Member Events such as BASH and Annual Members Gathering
- Other special projects as needed including, but not limited to Indie and Local Foods Week, Farmers Market, and conferences/workshops.
- Plan event with attention to financial and time constraints
- Book venues and schedule speakers
- Research vendors (catering, decorators, musicians etc.) and choose the best combination of quality and cost
- Negotiate with vendors to achieve the most favorable terms
- Evaluate event's success, submit reports, conduct all evaluation surveys internally and externally, and complete follow up tasks
- Be Local Coupon Book
 - Assume key role in production and distribution of the Be Local Coupon Book featuring locally-owned independent businesses in La Plata County
 - Coordinate with subcontractors working on the Be Local Coupon Book including but not limited to: editors, designers, writers and photographers
 - Manage outreach to members and content sales with Marketing team
 - Track retail & wholesale sales of books
 - Assist in planning of launch party
- Local First Directory App
 - Work with the Local First team to plan launch of program
 - Onboard business and nonprofit participants
 - Serve as main point of contact for questions regarding the program

Office Duties (5%)

- Clerical duties will include an array of maintenance tasks like filing, installing software, updating databases, stuffing envelopes, running errands, making deposits, reconciling books, and being available at the office for a variety of administrative needs etc.

What it takes to be a great fit and successful in this position with Local First:

- BA in Nonprofit Management, Business, Sales or related field
- At least 3 years experience in member management, sales, or recruitment
- Proficiency in Microsoft Office, Google Suites, and Database management systems like Keap
- Excellent verbal and written communication skills
- Excellent customer service skills
- Ability to think creatively and take initiative
- Excellent writing and editing skills
- Highly organized and detail oriented
- A proven track record of organizing successful events
- Excellent vendor management skills
- Knowledge of basic recruitment practices
- Outstanding communication and negotiation ability

- Well-organized with multi-tasking skills
- A people person with a willingness to communicate via email, phone, and in person
- Able to handle stress and remain calm
- Problem-solving ability
- Ability to stand by a product and inspire others to invest in it
- Strong presentation skills and comfortability speaking in public
- Desire to be a part of building a just, sustainable community and dedication to the Localist movement
- Models professionalism, positive attitude, and a drive for excellence
- Belief in a holistic approach to a thriving local, resilient economy
- Demonstrated experience building and maintaining strong relationships with various communities and individuals
- Ability to work independently and as part of a team
- Ability to communicate across different viewpoints
- Ability to listen, give and receive, and incorporate feedback into your work
- Organizational, prioritization, and follow-through skills, and the ability to meet deadlines
- Willingness to be accountable for projects, timelines, and leadership roles- ability to make and own mistakes as well as learn from them to grow with the organization
- A commitment to justice, equity, diversity, and inclusion and the ability to integrate your commitment into your work.

Please note that our organization values experience and encourages you to apply even if you don't meet every requirement listed in the position description. Experiences include everything from lived and volunteer experience, traditional knowledge, school or coursework, and other related qualifications and skills acquired through life activities. We want to hear from you and understand that no candidate will meet every desired skill set. If you're excited about the position and think you may be a good candidate, we encourage you to apply.

Benefits:

- Flexible work from home schedule and hours
- 2 weeks paid PTO
- 12 paid holidays per year
- 1 week paid health leave
- Health insurance stipend
- Cell phone stipend
- Potential room to grow with organization; performance and budget dependent

Compensation for this position ranges \$22-\$25/hour with commission commensurate with experience and qualifications.. Local First is an “at-will” and an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status, or status as a U.S. Veteran.

To apply: Please send a cover letter and resume to careers@local-first.org with the subject line “Membership and Events Coordinator”. Review begins September 4, 2023. Position open until filled.