



## Manager, Membership & Communications

The Manager of Membership & Communications at ICOY is the primary lead of the organization's membership program and serves as the central point of contact for member organizations throughout their entire lifecycle with ICOY. This role is responsible for the recruitment, onboarding, retention, and day-to-day relationship management of ICOY's Organizational Members, Supporting Partners, and Equity & Access Fund participants. In addition to membership program management, this role leads communications directly tied to the membership program including the weekly member newsletter, policy & advocacy communications, and graphics and promotional materials for member-centered events. The Manager of Membership & Communications also serves as the lead organizer of ICOY's Annual Member Meeting. This position reports directly to the Director of Process Improvement & Technology.

### Goals for Role

- Retain current ICOY members and secure new members by delivering consistent, high-quality relationship management and demonstrating ICOY's value in the field.
- Maintain the core operational functions of ICOY's membership program, including accurate data, timely communications, and a smooth renewal process.
- Increase member engagement in ICOY member events, benefits offerings, and the Annual Member Meeting through compelling promotion and logistical coordination.
- Mobilize the membership around policy and advocacy initiatives through targeted, timely communications.
- Administer the Equity & Access Fund equitably and in alignment with ICOY's mission.

## Essential Duties and Responsibilities

### Membership Program Management

- Serve as the primary administrator and day-to-day point of contact for ICOY's membership program, managing the full member lifecycle from prospecting through offboarding.



- Lead prospective member outreach and conduct introductory calls with interested organizations, tailoring ICOY's pitch to each organization's specific needs and service areas.
- Manage the full onboarding process for new members, including:
  - Processing applications and entering data into Salesforce (converting accounts, updating contact and dues information)
  - Generating and sending invoices through ICOY's automated or manual invoicing process
  - Adding new members to relevant Typeforms, newsletter lists, the member map, the ICOY website, and the ICOY Virtual Community
  - Setting up Google Alerts and social media follows for new member organizations
  - Sending welcome communications and coordinating an introductory meeting between new member leadership and ICOY's CEO
- Lead the annual membership renewal process, including distributing renewal packets (annual report, allowable costs letter, and renewal application links), monitoring renewal submissions, and following up with lapsed or non-renewing members.
- Manage special renewal circumstances, including organizations requesting reduced dues structures or Equity & Access Fund subsidy renewals requiring Board Membership Committee approval.
- Ensure membership data and records are accurate and up to date in Salesforce at all times.
- Serve as administrator of member-specific channels in the ICOY Virtual Community (Slack), monitoring for member needs and ensuring relevant information reaches the appropriate audiences.
- Manage and communicate member benefits, including the member job board, partner organization relationships (Voyce, NIA, BenElevate, Social Current, etc.), and cost-saving opportunities available to members.
- Proactively monitor member organizations through tools like Google Alerts and social media to surface notable happenings for promotion through ICOY's channels.
- Develop and implement member recruitment and retention strategies on an ongoing basis.



### Equity & Access Fund Administration

- Administer ICOY's Equity & Access Fund, including reviewing applications, calculating subsidies using ICOY's points-based system, and coordinating Board Membership Committee approvals for new and renewing applicants.
- Maintain accurate Salesforce records for all Equity & Access Fund participants in coordination with the Administrative Coordinator.
- Ensure compliance with ICOY's Allowable Cost Letter requirements as they relate to subsidized membership dues.

### Board Membership Committee Support

- Support the Membership Committee of the ICOY Board of Directors by scheduling meetings, developing agendas, taking minutes, and producing reports as needed.
- Coordinate the Board Membership Committee approval process for Equity & Access Fund applications and any other items requiring Committee action.

### Member Communications

- With support from the Manager of Communications & Outreach, produce the weekly member newsletter including curating content, drafting copy, designing the layout in Mailchimp, and distributing to ICOY's member mailing lists.
- Draft and distribute timely communications to members around policy & advocacy initiatives, calls to action, and legislative developments.
- Develop print and digital marketing materials for member-related initiatives, including flyers, fact sheets, graphics, and promotional content for member events.
- Lead in the creation of member highlight features based on press releases, industry news, and proactive research for distribution through ICOY's communications channels.
- Meet with ICOY's Policy & Advocacy Team on a regular basis to determine current and ongoing needs for communications and event marketing to member organizations.
- Coordinate with the Manager of Communications & Outreach as needed for communications support, graphics production, and promotional materials.

### Annual Member Meeting & Events

- Serve as the primary lead for planning, coordinating, and executing ICOY's Annual Member Meeting, including venue, agenda, logistics, promotion, and on-site support.



- Plan, market, and support all member programming and other member-focused events throughout the year, including regional networking opportunities, advocacy initiatives, PAC retreats, monthly member calls, town halls with state agency staff, and other applicable events.
- Develop and implement communications and promotion plans for all member events, drawing on support from the Manager of Communications & Outreach as needed.

### Qualifications

- Bachelor's degree in communications, public relations, nonprofit management, political science, or a related field
- At least 2 years of post-bachelor's degree work experience, preferably in membership management, nonprofit administration, or a related role
- Excellent writing, editing, and interpersonal communication skills
- Experience with Salesforce or another cloud-based CRM; NPSP experience preferred
- Proficiency with Mailchimp or comparable email marketing software
- Strong organizational skills and attention to detail, particularly for data management and record-keeping
- Working knowledge of graphic design tools such as Canva, Photoshop, or Illustrator preferred
- Project management experience, including managing timelines and coordinating across teams
- Demonstrated ability of learning new skills and software tools
- Enthusiasm for building and sustaining relationships with diverse organizations across the child and youth services sector

### Compensation

The range for this position is established by ICOY's Compensation Bands. This role is in **Grade 15**, with a range of \$54,200 to \$70,460.

### Starting Date

Immediate



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### Application Instructions

To apply, please submit a resume and cover letter to Denail Timms at [dtimms@icoyouth.org](mailto:dtimms@icoyouth.org).  
No phone calls, please.