



WALLOON
LAKE
ASSOCIATION AND
CONSERVANCY

Walloon Lake Association and Conservancy

Position Vacancy Announcement

Membership and Outreach Coordinator

Job Title: Membership and Outreach Coordinator

Salary Range: \$40,000 to \$50,000 annually, depending on experience

Application Deadline: September 15th, 2026 at 11:59 pm

Start Date: October/November 2026

Reports to: Director of Outreach and Community Engagement

Supervises: N/A

Location: Walloon Lake Association and Conservancy Office: 4060 M-75 Walloon Lake, MI, Suite 102, 49796

Work Schedule: Office based, with some recurring remote work allowed

To Apply: Please send your cover letter and resume in PDF format to WLAC Director of Outreach and Community Engagement, Laura Morris, with the subject: WLAC Membership and Outreach Coordinator at laura@walloon.org. For questions about this position, please contact Laura via email.

Our Mission

The Walloon Lake Association and Conservancy (WLAC) is a 501(c)3 nonprofit organizations whose mission is to deliver Walloon Lake, a place where people and nature thrive, to the next generations through the power of conservation. WLAC has a robust water stewardship program and has permanently protected nearly 2,400 acres of land with 57 nature preserves and 20 conservation easements on private land.

Position Summary

Serving as a primary point of contact for members, visitors, partners, vendors, and the public, the Membership and Outreach Coordinator is an important member of the Walloon Lake Association and Conservancy team. This position supports WLAC's mission by building and maintaining strong relationships with members, donors,

volunteers, and community partners while helping ensure a welcoming and professional experience across all points of contact. Key responsibilities include membership and donor stewardship, constituent database management, communications, social media, and administrative office functions that support the organization's day-to-day operations. The position represents WLAC in person, online, and by telephone with professionalism, warmth, responsiveness, and attention to detail.

The ideal candidate is highly organized, detail-oriented, and service-focused, with strong written and verbal communication skills, experience managing databases and constituent information, and familiarity with digital communications and social media platforms.

Key Responsibilities

Membership Engagement

- Serves as the first point of contact for members, donors, volunteers, partners, vendors, and the public by welcoming visitors, answering and directing phone calls, responding to the general email account inquiries, and providing exceptional customer service
- Collaborates with the Fund Development and Outreach Committee to develop, implement, and evaluate strategies that recruit, engage, retain, and steward members in alignment with the organization's strategic plan
- Tracks and analyzes membership trends and performance metrics to evaluate recruitment and retention efforts and identify opportunities for growth
- Serves as a key point of contact for members by responding to inquiries, providing exceptional customer service, and fostering positive relationships
- Gathers member feedback and insights to help inform organizational priorities, programs, and communications
- Coordinates membership campaigns, renewals, benefits, and recognition programs
- Prepares timely reports and analysis for the Executive Director, Director of Outreach and Community Engagement, Board of Trustees, committees, and staff as needed

Database Management

- Serves as the organization's primary administrator for Salesforce, ensuring the integrity, accuracy, security, and effectiveness of all constituent records
- Processes memberships, donations, event registrations, and other constituent transactions accurately and in a timely manner
- Develops reports, dashboards, mailing lists, and data analyses to support fundraising, membership, communications, and organizational decision making
- Collaborates with other staff members to reconcile donor records, revenue reports, and financial data
- Builds and manages Salesforce campaigns to support fundraising appeals, events, membership initiatives, and communications
- Oversees the timely acknowledgment of donations and memberships and ensures donors receive accurate tax receipts and stewardship communications
- Identifies opportunities to improve database processes, implements best practices, and provides Salesforce training and support to staff

Communications, Marketing and Outreach

- Supports the development and implementation of an annual communications and marketing plan that advances organizational priorities and strengthens engagement with members, donors, and the community
- Assists the Director of Outreach and Community Engagement to create clear, compelling, and audience-focused content across digital and print platforms, including social media, the website, e-newsletters, direct mail, and marketing materials
- Assists the Director of Outreach and Community Engagement in the development, production, and distribution of organizational publications, including the annual directory, Wallooner newsletters, annual report, preserve guide, brochures, and other printed materials
- Maintains brand consistency across all communications and marketing efforts
- Coordinates business sponsorship opportunities and sponsorship recognition for organizational publications and communication materials

- Assists with event planning and execution, community outreach, and public engagement activities that increase awareness of the WLAC's mission, programs, and impact
- Collaborates across departments to communicate conservation successes, fundraising initiatives, educational programs, stewardship projects, and organizational accomplishments through compelling storytelling

Qualifications Requirements

- Bachelor's degree in a related field preferred
- 2+ years of proven experience in customer service, database management, and/or marketing and communications
- Demonstrated proficiency with Microsoft Office 365 and common digital communication platforms
- Integrity, discretion, and commitment to maintaining confidentiality
- Strong interpersonal skills and a collaborative approach to team dynamics.
- Excellent verbal and written communication skills
- Ability to manage multiple tasks and deadlines in a fast-paced environment
- Analytical, problem-solving, and decision-making abilities
- Highly organized with meticulous attention to detail
- Passionate commitment to the mission of WLAC and environmental conservation.

Perks and Benefits

- Pay is competitive and aligns with the latest Land Trust Alliance Salary Survey
- Annual health insurance stipend
- Retirement plan: SIMPLE IRA with a 1-to-1 employer match up to 3% of salary
- Term life insurance, short-term disability, and long-term disability insurance paid for by WLAC
- 5 weeks of paid time off to start, prorated to start date for the calendar year
- 14 paid holidays per year
- Monthly cell phone and internet stipend and quarterly benefits contribution
- 4 days in the office from May through September, with 1 remote day per week
- 3 days in the office from October through April, with 2 remote days per week

- Modern office space located in the heart of Walloon Lake Village with restaurants, a grocery store, and a coffee shop within walking distance
- Paid professional development opportunities

Note: This position description serves as a general overview of the roles and responsibilities and requirements. Duties and expectations may be adjusted to accommodate the organization's evolving needs. A background check is required prior to hire.

The Walloon Lake Association and Conservancy is an Equal Opportunity Employer and is committed to fostering a workplace that is inclusive, respectful, and free from discrimination. Employment decisions are made without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, marital status, or any other characteristic protected by applicable federal, state, or local law. The Walloon Lake Association and Conservancy complies with all applicable federal and state equal employment opportunity laws and regulations.