



Membership Coordinator

Position Announcement - April 25, 2025

Compensation: \$25.00 - \$26.75/hour, full time, non-exempt

Priority Application Date: May 16, 2025; position open until filled

Position Location: Based in WTA's Seattle office with option for remote work up to 60% of the time

About Washington Trails Association

Washington Trails Association (WTA) is the nation's largest state-based hiking and trail maintenance nonprofit. For over 55 years, we've been mobilizing hikers as public lands advocates, trail stewards and on-the-ground experts to ensure Washington's trails stand the test of time. Each year, 3,600 WTA volunteers perform over 125,000 hours of trail maintenance across the state. We also connect an online community of over 400,000 to the outdoors, from everyday adventures to backcountry explorations, through our Hiking Guide and Trailblazer app. With more than 23,000 donating members, WTA's strength is our community. Our vision depends on fostering an inclusive organization where everyone feels welcome and represented. Together we can ensure there are trails for everyone, forever.

WTA's Development Team

The Membership Coordinator is part of WTA's 8-person Development team. Focusing on relationship building and engagement, this team stewards and catalyzes our diverse community investments, making up 65% of WTA's annual revenue. If you are looking for a dynamic and mission driven workplace, please consider joining our team.

About This Opportunity

WTA seeks a Membership Coordinator to support the development team with member and donor communications and the project management of multichannel (mail, email, social media, web) fundraising campaigns. The ideal candidate will have strong persuasive writing skills and an understanding of community-centric fundraising principles. They should be able to demonstrate strong cross-team collaboration skills and the ability to move multiple concurrent projects forward. The ideal candidate will also demonstrate a strong passion for and desire to connect donors with WTA's mission to mobilize hikers and everyone who loves the outdoors to explore, protect and champion trails and public lands.

The Membership Coordinator is a full time, non-exempt position based in WTA's downtown Seattle headquarters that reports to the Member Engagement Manager and works closely with other members of the development and communications teams.

Primary Responsibilities

Content Creation (45%)

- Create member and donor communications, including writing mail, email, social media, magazine, blog, website and giving platform content that supports fundraising and stewardship efforts for WTA's individual giving program, collaborating with others as needed
- Create and submit digital design requests to WTA's graphic designer for content that supports multichannel fundraising campaigns
- Build, coordinate and send member emails, customizing content for various audiences
- Build donation pages, confirmation messages and acknowledgment letters for fundraising campaigns and organic giving

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- Write and coordinate the send of *Trail Mix*, a newsletter for WTA's monthly and Fireside Circle (mid-level giving) members

Communications Project Management (30%)

- Develop and monitor communication timelines and tasks for quarterly appeals, micro-campaigns, giving days and stewardship efforts to ensure timely delivery across channels (mail, email, social, etc.)
- Coordinate content review across the development team and others in the organization
- Collaborate with team members to perform post campaign review and analysis

Event Support (15%)

- Collaborate with the Member Engagement Manager on the planning, coordination and communication of mid-level donor stewardship events
- Lead planning and coordination for general peer-to-peer fundraising efforts, including our annual charity climb and charity bib partnerships
- On occasion, attend and support day-of coordination for in-person events

Workplace Giving (10%)

- Coordinate and submit applications for workplace giving campaigns such as the Combined Federal Campaign and King County Employee Giving Program
- On occasion, conduct workplace giving presentations and support workplace contacts with stewardship actions, including troubleshooting administrative issues

Experience, Skills, Knowledge, and Values

WTA is committed to supporting professional development, so we encourage you to apply even if you do not meet all the qualifications listed.

Competitive candidates will highlight the following in their application, or express willingness to learn:

- Demonstrated commitment to WTA's mission and values on diversity, equity and inclusion
- Cultural competency experience and demonstrated ability to work with people of diverse races, ages, genders, abilities and economic backgrounds
- 2+ years of experience working or volunteering in nonprofits or fundraising (or equivalent training, education or related work experience)
- Strong, persuasive, people-oriented communications, especially written (finalists may be asked to provide a persuasive writing sample)
- Experience writing fundraising specific communications preferred
- Ability to develop and manage project timelines and communicate collaboratively and clearly with colleagues to ensure timely completion of deliverables
- Ability to work independently in a fast-paced environment and as a member of a dynamic team, while maintaining flexibility to adapt to the organization's evolving needs
- Ability to accept and integrate feedback graciously and give effective feedback to team members
- Strong computer skills and proficiency with Google Suite preferred
- Comfort working with Salesforce or other CRM preferred
- Comfort working with Campaign Monitor or other email marketing platforms preferred

Location and Schedule

This role will be based out of WTA's Seattle office. WTA follows a hybrid model of two days in the office (currently Tuesdays and Thursdays) and three days working from home. Some tasks may require occasional evening or weekend work for special events.

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Compensation

Compensation starts at \$25.00 - \$26.75 per hour, depending on experience. This role has the potential to go up to \$28.00 per hour with time and demonstrated success in the role. WTA's benefits package includes medical, dental, vision, retirement, disability and transportation, as well as holiday, vacation, parental and sick leave. For more information about WTA's benefits, please visit our website: <http://www.wta.org/benefits>.

Join Our Team

Our hiring process

At WTA, we consistently evaluate and update our hiring process to align with current best practices for equity and inclusion. The hiring process for this role will include a phone screen, virtual panel interview, in-person panel interview in the Seattle office, background check and reference checks. Finalists may also be asked to provide a persuasive writing sample.

Equal opportunity

We believe WTA, and Washington's hiking community, is made better by people with varied backgrounds, identities, abilities and lived experience. WTA is committed to advancing equity and continually working to become a more inclusive organization. People of color and people with other identities that are underrepresented in the outdoor industry —including but not limited to gender identity, class, sexual orientation, age, ability, and background — are strongly encouraged to apply.

To read our complete Equal Opportunity Employer statement, please visit www.wta.org/careers.

How to Apply

Click on the following URL (<https://forms.gle/wFmQx8kpb1WFnAsa8>) to complete a brief application form and submit a resume and cover letter to jobs@wta.org. Include "**Membership Coordinator**" in the subject line. Please use the following format for file names: "last name, first name - resume/cover letter." The position is open until filled, with priority given to applications received by **May 16, 2025**.

WTA's practice is to run a background check through Washington State and the National Sex Offender Registry. We will create opportunities for candidates to discuss any results prior to hiring decisions being made. If you have any questions, please contact jobs@wta.org. View other available jobs at www.wta.org/careers. We look forward to hearing from you!