

# CITYSTUDIO

## JOB DESCRIPTION

### Membership and Engagement Coordinator, CityStudio Global

<b>Current as of</b>	October 2021
<b>Reports to</b>	Director of CityStudio Global
<b>Salary</b>	As per the Job Offer

## PURPOSE AND NATURE OF THE POSITION

CityStudio's partnership model aims to facilitate collaboration between academic institutions and municipal governments.

Operating as a social franchise, CityStudio Global licenses municipalities across Canada and around the world to operate their own CityStudio program. New CityStudios join our Network to receive training, access to our brand, materials and other resources, and to learn from each other, sharing best practices.

The Membership and Engagement Coordinator is the face of the CityStudio Network, ensuring that the membership experience exceeds expectations. The Coordinator is therefore responsible for: •

Onboarding and training of new local CityStudio Program Coordinators;

- Developing and implementing engagement opportunities for members;
- Communicating with and about members;
- Administering daily Network operations; and
- Evaluating and reporting on the Network.

Although this role focuses on the purchase, delivery and use, and renewal and advocacy stages of the customer journey, the Coordinator intersects with various steps of the customer journey in differing degrees and ways. The Coordinator will be expected to support the Global team by identifying and responding to the team needs as they arise.

The Coordinator demonstrates a deep understanding and commitment to CityStudio's vision, goals, manifesto, programs and evaluation framework.

## RESPONSIBILITIES

- Welcome, onboard, and train each new local CityStudio Coordinator using our online training system
- Refine and improve our training system based on user feedback from members
- Create member engagement opportunities - e.g. curating and hosting regular Network dialogues and topic driven sessions as indicated by Network members' needs and interest
- Implement strategy to drive member engagement in part through usage of our online centralized platform
- Consistent communications with members through monthly newsletters, online platform, emails, and social media engagement

- Assist with the design and development of marketing and storytelling content through the collection of impact data, project information, and highlights from members
- Respond to member inquiries and questions in a timely manner
- Develop and update resources and materials as per member needs and learnings ● Run day-to-day network administration and member management
- Manage Network evaluation and impact measurement through member and program data collection and analysis

## QUALIFICATIONS AND EXPERIENCE

### **The Membership and Network Engagement Coordinator has:**

- Bachelor's degree in Business, Communications, Arts, or other related discipline, plus at least 2 years experience as a membership and/or network engagement coordinator or similar role, ideally in higher education, social innovation, social enterprise, community-building, civic and/or non-profit sectors
- Proven experience in onboarding and training peers to a new program and role, as well as improving training systems and processes
- Proven experience in building and maintaining effective relationships, and communicating with a network of peers, preferably in academic and municipal sectors
- Demonstrated knowledge of implementing engagement strategies for a network of members who are nationally and globally geographically dispersed
- Strong and natural customer service orientation
- Proven experience in internal and external communications using different types of channels ● Demonstrated knowledge in evaluation
- An authentic professional curiosity for city building, higher education, and team collaboration ● Equal parts confidence, curiosity, and collaboration
- Self-awareness and ability to stay calm and curious
- An aptitude for asking, *How can I help?*
- Excellent written and verbal communication skills
- A proven trustworthy and open relationship builder
- Initiative and ability to work independently, but also comfortable working collaboratively in a virtual team
- Excellence in time management and organization
- The ability to speak French would be an asset

### **Knowledge Areas:**

- Google Suite
- CRM. We use HubSpot
- Online Community Engagement SaaS. We use Hivebrite
- Project Management. We use Asana.

## SUPERVISION & COMMUNICATION

- The Coordinator reports to the Director of CityStudio Global
- The Coordinator is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies
- The Coordinator is expected to communicate openly and frequently with CityStudio staff to fulfill their duties

#### **WORKING CONDITIONS**

The Coordinator will:

- Typically work in an office environment and/or from home, but the mission of the organization will sometimes take them to non standard workplaces
- Work regular office hours, 30 hours per week (0.8 FTE). Occasional evening, weekend and overtime hours will be required to accommodate work activities, time differences, as well as events, presentations, or representing the organization at public events
- Communication and requests from the Executive Director will be given priority and responded to immediately

#### **COMPENSATION**

In addition to salary, this position also includes a comprehensive benefits package and a Professional Development stipend (after three months probationary period), and annual COLA adjustments.