



MEMBERSHIP DIRECTOR

FULL-TIME

MACON/FORSYTH OR ATLANTA, GA

DEADLINE: MARCH 22, 2024

Application Instructions: To apply, please email a cover letter, resume and three (3) references in one PDF addressed to Michele Lawson, michele@gfagrow.org by March 22, 2024.

The Georgia Forestry Association (GFA) is the leading advocate for Georgia's 22 million acres of working forests in Georgia and the industries that depend on them. GFA is looking for a dynamic, hard-working individual to serve as its Membership Director as the organization positions itself for growth and increased impact across the state.

WHAT WE DO: GFA is the leading advocate for individuals and entities that are invested in the forest sector in the state of Georgia. We represent the entire supply chain including landowners, nurseries, loggers, haulers, forestry consultants, manufacturers and professional services (banking, legal, etc.) that make up Georgia's \$42 billion/year forestry community.

WHY IT MATTERS: Georgia is the #1 Forestry State in the Nation. The investments that are made in Georgia's timberland and facilities manufacturing forest products, must be economically and environmentally sustainable. Working forests serve every aspect of our life – cleaning the air we breathe and the water we drink, providing critical wildlife habitat, supplying renewable and recyclable products, and building sustainable communities where we live, work and raise our families.

ABOUT THE ROLE:

The Membership Director will be responsible for the following:

- » Refining an existing strategy to double the number of members in the association
- » Aggregating data and implementing a new CRM (customer relationship management) system
- » Hiring and managing two Outreach Foresters to support landowner assistance programs
- » Executing targeted member recruitment campaigns in selected regions of Georgia
- » Developing programs that enhance the value of membership

The Membership Director leads the body of work that ensures GFA members know that they are protected, connected and empowered through their membership. This includes the following:

PROTECTED: GFA provides the gateway and forum by which the challenges facing the forestry community are identified and addressed. Through GFA's political advocacy, we secure the forestry community's legal and regulatory license to operate. Through our Foundation's body of work, we secure the forestry community's social license to operate.

CONNECTED: Through direct action (committee meetings, annual conference, regional forestry meetings) and indirect (virtual) resources we foster a network of forestry professionals and asset owners that enhances the value of timberland and markets throughout the state.

EMPOWERED: Delivery of information and resources that allow members to make informed decisions on sustainable management of their forestry assets and the importance of engaging with key stakeholders that impact the economic and environmental health of their holdings.

The primary functions of the Membership Director include the following:

- Developing the three-year membership strategy in conjunction with the President & CEO and the Vice President for Engagement.
- Ownership of the membership database. This includes constant updates of member information and adjustments to ensure that the database capabilities are meeting the current and future needs of the organization.
- Ownership of the regional forestry group meetings. This includes working with the committees for each regional group to set meeting dates, agendas, sponsors and ensure successful execution of meetings.
- Ownership of the annual membership invoicing process. This includes working with the GFA management team to ensure that content, invoices, printing and delivery (US mail and electronic) are properly executed on time.
- Serves as the primary ambassador to the membership. In this capacity they are a key spokesperson of the organization, amplifying the body of work that is in GFA's programs, including that of the Georgia Forestry Foundation.
- Identify and develop resources that will help landowners, forest operators and industrial mills make informed decisions on the management of their assets.
- The external facing nature of this role combined with the primary political advocacy mission of the Association positions this role for additional responsibilities that can be expanded depending on the abilities of the individual. This may include supporting the advocacy functions at a grassroots level or via direct engagement with elected officials in their districts.

SKILLS REQUIRED:

- A degree in forestry or natural resource management
- Ability to collaborate on a team in a manner that makes the team stronger and significantly aids the organization in meeting its goals
- Ability to laugh and build trust and friendships with colleagues and coworkers
- Strong communication and interpersonal skills
- Customer service-oriented
- Ability to think at a big picture level of what is healthy for the organization and how we fit with other entities that are directly or indirectly involved in forestry in Georgia
- Strong organizational skills and self-direction. Highly organized individual that stays ahead of their work by planning what they need in advance and anticipating what lies ahead
- Ability to prioritize work that has the greatest impact and ROI
- Skilled active listener
- Ability to write content for emails, newsletters, web blogs, or magazine articles
- Ability to build custom, compelling presentations and deliver them to an audience
- Familiarity with the primary Universities and State Agencies that impact forestry

- Familiarity with State and Federal programs that are available to landowners
- General understanding of conservation and stewardship
- Experience in management of multiple complex, active projects
- Experience that demonstrates problem solving, resourcefulness, creativity, and the ability to anticipate needs
- High capability using MS Office applications (including Word, Excel, and PowerPoint) and Google Suite applications (including Google Docs, Sheets, Slides)
- Physical ability and willingness to travel throughout the state of Georgia, set up and work tabling events, spend time outdoors on private and public property conducting educational outings, sit at a desk with a computer or in meetings for long periods
- Valid driver's license, proof of insurance, and access to a reliable vehicle
- Positive attitude and willingness to accept a challenge
- Dedication to the mission and core values of the Georgia Forestry Association and the Georgia Forestry Foundation

COMPENSATION AND BENEFITS:

GFA offers a competitive, comprehensive benefits package including health care benefits (medical, vision, dental), a 401(k) plan with an 6% employer match, paid time off, life insurance, disability coverage, employee assistance program, and other life and work well-being benefits.

We're proud to offer a flexible work environment that supports the health and well-being of our team.

About the Georgia Forestry Association:

Established in 1907, GFA is one of the oldest forestry associations in the country. GFA's mission is "to be the leading advocate for a healthy business and political climate for forest landowners, forest product manufacturers and forest-based businesses."

GFA is focused on protecting private property rights, encouraging sensible taxes and regulations and promoting healthy markets for Georgia's forest products. GFA members thrive through their investment in membership because they are protected, connected and empowered.

Georgia is the #1 Forestry State:

#1 in Commercially Available Timberland
 #1 in Annual Harvest Volume
 #1 in Forest Product Exports
 #1 in Wood Harvested for Pine Production
 #1 in Pine Pulpwood Production in the U.S. South

Other Key Benefits:

\$42 Billion Annual in Economic Impact
 143,000 Direct and Indirect Jobs
 \$30 Billion in Environmental Benefits

Learn more at: gfagrow.org/about/numberone