



National Association  
of Federal Retirees

Association nationale  
des retraités fédéraux

## **Manager, Member Recruitment**

### **Leadership & Mentorship**

You will have direct management of a Supervisor, and indirect leadership over a small team of Client Services Associates, ensuring the delivery of continued superior service support to members, prospective members and others conducting business with the National Office. You will also recruit and train staff and/or volunteer teams to work marketing and recruiting events.

### **Collaboration**

In addition to working closely with your team, you can expect to be working alongside the Manager Communications and Marketing, as well as cross-functionally with other departments, including but not limited to Finance, Corporate Services and IT, Human Resources, and Executive Management.

### **Strategic Role**

You will be responsible for developing and implementing marketing strategies and membership recruiting activities with the overall objective of promoting membership growth, retention and engagement to meet the Association's overall strategic goals.

## **Skills & Experience**

### **Experience**

You have 5+ years of experience in the field of sales and marketing, preferably in a national, not-for-profit, membership-based organization, and have had post-secondary education in a relevant field to supplement your experience.

### **Relationship Building**

You are a strong relationship builder with the ability to build and maintain partnerships with external stakeholders, including the Government of Canada's Public Service, other associations or charitable organizations.

### **Background**

You have knowledge and awareness around how the federal government, Canadian Armed Forces and/or RCMP operates, and specifically, how you can effect change within their modeled environment. You also come with an understanding of Customer Relationship Management databases.

## **Communication & Bilingualism**

You are a strong and articulate communicator in both official languages with great writing skills and an organized mindset. You know how to digest and classify information at a high level and relay this productively to your team and peers, with the ability to effectively delegate as needed.

## **Position Profile**

### **Introduction**

Founded in 1963, the National Association of Federal Retirees (Federal Retirees) is the largest national advocacy organization representing active and retired members of the federal public service, Canadian Armed Forces, Royal Canadian Mounted Police (RCMP) and retired federally appointed judges, as well as their partners and survivors.

With close to 170,000 members, including more than 60,000 veterans and their families, the Association has been advocating for improvements to the financial security, health and well-being of their members and all Canadians for 60 years. Governed by a 14-person Board, their Ottawa-based national head office staff provide services to members belonging to one of just under 80 branches spread across Canada.

The Association was built on the belief that every Canadian, today and in the future, should benefit from better retirement income security and a strong, sustainable health care system. Today, the Association is looking for their next Manager, Member Recruitment to continue to grow and support the membership base.

### **Summary of the Role**

The Manager, Member Recruitment plays a key role in maintaining the Association's impressive membership engagement and retention rate, which stands at an impressive 93%. Reporting to the Director of Communications, Marketing and Recruitment, you will be responsible for developing and implementing marketing strategies and membership recruiting activities with the overall objective of promoting membership growth, retention and engagement to meet the Association's overall strategic goals. You will manage the full member lifecycle, including acquisition, engagement, retention, and win-back for the membership base of Federal Retirees. You will manage the complete day to day operations of the client services team, and be given the opportunity to provide advice to the Director of Communications, Marketing and Recruitment on best practices and strategies related to membership marketing and recruitment and provide input on the development of departmental operational plans and supporting budgets.

Pivotal to the overall success of the Communications, Marketing and Recruitment's departmental strategy, you will act as a key resource in the development of national membership marketing and recruitment plans. Incorporating both traditional and digital strategies, you will work closely with departmental colleagues and the advocacy team to develop a content management plan that provides a strong marketing presence on all

Association communications channels. You will identify opportunities and make recommendations for activities that foster direct exposure of the Association to serving federal employees, whether this be through pre-retirement sessions, special events, partnerships, or something else. You will contribute to the planning and implementation of special advocacy and marketing campaigns such as national public service week, commemorative events, and/or significant anniversaries. Finally, in partnership with the Director, HR and Volunteers, you will provide tools, training and support to volunteers who are conducting local (branch level) member recruiting activities.

Part of your contribution will come from your ability to track and evaluate the ongoing success of the membership marketing and recruiting plan, its effectiveness, and provide recommendations for adjustments as appropriate. In doing so, you will produce reports and analysis related to membership composition and trends, and digital marketing campaigns, on a regular and ad hoc basis, in order to support segmented marketing campaigns as well as to inform senior staff decision making.

In addition to the overall departmental plan and strategy, on a day-to-day basis, you will be tasked with maintaining an inventory of up-to-date recruiting and promotional materials. When required, you will recruit and train staff and/or volunteer teams to work marketing and recruiting events. As this is a leadership role, you will have direct management of a Supervisor, and indirect leadership over a small team of Client Services Associates, ensuring the delivery of continued superior service support to members, prospective members and others conducting business with the National Office.

Collaboration is an important factor in the success of the organization so in addition to working closely with your team, you can expect to be working alongside the Manager Communications and Marketing, as well as cross-functionally with other departments, including but not limited to Finance, Corporate Services and IT, Human Resources, and Executive Management.

### **Why should you consider this opportunity?**

This is an opportunity to work inside of a nationally-reaching association with compelling core values, a solid retention rate and strong commitment to the well-being of their employees. You will find yourself surrounded by a diverse group of talented colleagues who have various educational backgrounds but all have one thing in common - they are driven to contribute to an organization that makes a difference in people's lives.

Stepping into the Manager Member Recruitment position, you will have a well-established, member retention rate in place to launch from and build upon. You will be working at the National Office in Ottawa, however you will not be limited regionally as you will also find yourself collaborating with the many branches and volunteers across Canada, assisting with the membership growth and advocacy strategies nationally. You will find yourself in a rooted Association which has held exceptionally high member and volunteer engagement, a targeted membership base, an excellent advocacy program and a valued membership preferred partners

benefits package. This strong foundation is a good starting point that will allow you to build your marketing recruitment strategy

If you are ready to take on a challenging opportunity within an organization that fosters the growth of their employees through ongoing professional development, while being engaged in the process alongside a dynamic, high performing team, the National Association of Federal Retirees is the place for you.

### **What challenges will you face?**

The National Association of Federal Retirees is a volunteer-based organization that is tasked with producing results. While they do have a relatively stable membership, there is a need to implement more data-driven processes around metrics when looking at membership recruitment. The challenge with this role will come from your ability to balance your strong interpersonal skills with your analytical skills to implement additional measures around tracking and retention.

Membership growth is key; finding new ways to get in front of potential members will require you to apply your exceptional relationship building skills and your ability to navigate the Federal Government's organizational structures and bureaucracy. It will be imperative that you understand who the Association serves and how; there may be a steep learning curve when you join. Key to your success will be your ability to focus on learning the organization's mandate and how they operate.

While you will be situated in Ottawa, splitting your time between the National Office through a hybrid model, you will need to ensure that the 75+ branches across Canada feel the presence and support of your team through the marketing recruitment strategy. You will be responsible for resuming and subsequently leading the Ad Hoc Recruitment Committee made up of branch representatives from across the country.

### **Is this for you?**

You are a bilingual, detail-oriented, and collaborative individual with good judgment. You come with five or more years of experience in the field of sales and marketing, preferably in a national, not-for-profit, membership-based organization, and have had post-secondary education in a relevant field to supplement your experience. You are a strong and articulate communicator in both official languages with great writing skills and an organized mindset. You have knowledge and awareness around how the federal government, Canadian Armed Forces and/or RCMP operates, and specifically, how you can effect change within their modeled environment. You also come with an understanding of Customer Relationship Management databases.

You are a natural leader, ideally with experience supervising, mentoring, or managing other individuals in a professional setting. You know how to digest and classify information at a high level and relay this productively to your team and peers, with the ability to effectively delegate

as needed. You are a problem-solver who continuously learns through experience; when something goes wrong, you do not get discouraged, instead you look for processes to implement so you can mitigate a similar issue in the future. You are a strong relationship builder with the ability to build and maintain partnerships with external stakeholders, including the Government of Canada's Public Service, other associations or charitable organizations, to name a few.

Your interpersonal skills are supplemented by your analytical ability, and you prefer to be data-driven when developing and delivering marketing plans, paying close attention to metrics. In other words, you have the ability to understand and leverage data to identify and pursue growth opportunities. You have strong computer skills, including word processing, spreadsheet utilization, database management, and presentation software. You are comfortable conducting competitive analysis and have collaborated on ideas around the development of new revenue streams.

### **How will you know you have succeeded by the end of your first year?**

By the end of your first year, you will have familiarized yourself with the structure and vision of the organization. You will have developed and implemented marketing strategies to support membership growth and recruitment activities. You have spent time with all levels of management and have gained insight into how membership recruitment has been executed historically and the ways in which it can be improved upon. You have likely implemented additional processes and procedures within your department to address any specific concerns or issues that you have identified throughout your first year and may have even begun to consider additional technologies which could come into play in regards to optimizing the reporting structure or tracking additional metrics.

You have built strong relationships both cross-functionally and within your own team, and you are seen as a trusted and collaborative leader. You have had a number of successful outputs and received positive feedback from the members and the leadership team on your work. You have likely dealt with multiple issues that have arisen and communicated them in a graceful, deliberate and mitigating fashion. You have taken a hard look at the team's strategic plan moving forward and have taken steps to assist in both the development and implementation of any processes and procedures that would supplement the overall vision.