



# Engagement & Services Director

## Position Summary

The Engagement Director develops and implements a membership strategy focused on growth, engagement, retention, and volunteer recruitment. This role oversees the full scope of membership operations and communications, ensuring that members feel valued and connected.

## Duties & Responsibilities

In this role, the individual is expected to contribute to a collaborative and values-driven work environment. By fostering positive relationships internally and externally, they will support a culture of responsibility and ownership that aligns with CWHBA's mission and core values of professionalism, integrity, and community impact. Key responsibilities include:

### Member Communication

- Develops member-focused communication strategies to inform, engage, and promote member benefits, aligning with association goals.
- Leads outreach campaigns across email, social media, and other platforms.
- Coordinates with the Government Affairs Director on advocacy messaging and supports the Events & Marketing Director with event promotions, focusing on membership-driven content.

### Program Enrollment & Member Initiatives

- Designs and manages strategic plans for member growth, retention, and volunteer engagement, setting benchmarks and evaluating effectiveness.
- Oversees member program enrollment, ensuring efficiency and a high-quality experience, tracking engagement metrics to align with organizational goals.
- Collaborates with community partners and volunteer coordinators to enhance member-driven programs across departments.

### Sponsorship Development

- Cultivates and maintains long-term sponsorships that align with membership goals, setting strategic sponsorship objectives.
- Supports event sponsorship acquisition, focusing on integrating sponsors into member engagement initiatives.
- Works with departments to identify sponsorship opportunities that provide member value and support association events.

### Team Collaboration and Strategic Alignment

The Engagement Director plays a central role in member experience, working with other departments to ensure consistency across events, sponsorships, and outreach initiatives. In quarterly planning sessions, this role collaborates to align membership goals with broader organizational priorities. Metrics related to member engagement and retention are assessed quarterly, with flexibility to adjust responsibilities based on evolving needs.

## Growth & Development Opportunities

- Lead member communication strategies while exploring new sponsorship models.
- Enhance cross-departmental collaboration skills, gaining a holistic understanding of the association's operations.
- Develop leadership abilities in strategic planning, member engagement, and sponsorship initiatives.

## Preferred Qualifications

- Bachelor's in marketing, communications, or related field.
- 3+ years in membership engagement or nonprofit management.
- Bilingual in Spanish preferred.
- Strong verbal and written communication skills.
- Proven relationship-building with sponsors and members; volunteer coordination experience is a plus.
- Skilled in strategy design, metric tracking, and plan adjustments.
- Proficient with CRM, email marketing, social media tools; graphic design skills (Canva, Adobe) are a bonus.

## Work Environment

The role involves approximately 60% office-based work and 40% offsite event coordination, with occasional evening and weekend hours required for events. Some physical activity, such as lifting event materials, is expected.

## Compensation

Non-Exempt from the federal Fair Labor Standards Act (FLSA). Salary based on experience. Other benefits include:

- health, vision, dental, and voluntary life insurance (employee coverage 100%)
- IRA Simple Plan retirement (with 3% employer match)
- progressive paid time off (PTO) and paid holidays
- supplemental support of professional development in line with work responsibilities
- occasional employee sponsored travel.

## About CWHBA

For over 65 years, the Central Washington Home Builders Association (CWHBA) has championed residential construction across Central Washington. As a 501(c)(6) nonprofit, we go beyond building homes—we build thriving communities in Yakima, Klickitat, Kittitas, Chelan, Douglas, and Okanogan counties.

Our membership includes not only builders, but a network of allied businesses and industries committed to shaping Central Washington's future. As affiliates of the Building Industry Association of Washington (BIAW) and the National Association of Home Builders (NAHB), we proudly promote responsible, ethical practices rooted in professionalism, integrity, and community impact. CWHBA's members, staff, and leaders work together to meet the region's needs with vision, dedication, and excellence.

*CWHBA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.*