

## About Link Oregon

Link Oregon is a federally tax-exempt, Oregon non-profit organization that supports the diverse research, education, health care, and public service missions of its five founding entities – Oregon Health & Science University (OHSU), Oregon State University (OSU), Portland State University (PSU), the University of Oregon (UO), and the State of Oregon (through the Enterprise Information Services function) – and other members within the public and non-profit sectors in Oregon. Link Oregon’s statewide, facilities-based network consists of over 2,500 route-miles of lit optical fiber, a modern optronics platform with over 30 attachment locations, an Ethernet transport platform, and an enhanced Internet service offering connectivity to the commodity Internet, local peering, direct cloud connects, and advanced research networks such as the Internet2 Network and CENIC. In addition, Link Oregon provides cybersecurity and other collaborative IT services to its members. Link Oregon is governed by a strategic Board of Directors consisting of representatives of the founding entities and other public organizations. Link Oregon is an active participant in numerous national and regional membership organizations, including Internet2; The Quilt; Schools, Health & Libraries Broadband (SHLB) Coalition; and Technology Association of Oregon (TAO).

### Founding Members:



## Position Overview

We are seeking a Membership Development Lead to play a vital role in growing and sustaining our public and non-profit membership base within the state of Oregon. *Members* in Link Oregon would be considered *customers* in the commercial sector. The Membership Development Lead contributes ideas and subject matter expertise in the field of member relationship management and business development. Working in close collaboration with Link Oregon staff across multiple teams, they are responsible for developing and executing strategies to attract, engage, and retain members; marketing Link Oregon services to members; developing and maintaining cross-team workflows and standardized processes; and ultimately contributing to the financial success of our organization. This position is ideal for a proactive, relationship-focused, and results-driven professional who is passionate about our mission and our members and can effectively convey our value proposition to potential and current members.

## Key Responsibilities

### Membership Growth and Recruitment

- Customer Engagement and Development:
  - Develop and implement membership recruitment strategies, campaigns, and initiatives.
  - Work with the Communications Lead to create compelling marketing materials and messages to describe membership benefits.
  - Independently conduct market research to identify and engage potential new members through outreach and networking.
  - Design and develop membership proposals for new members and new or upgraded services for existing members, in partnership with the Engineering and Service Delivery teams.
  - Work closely with the E-rate specialist to submit proposals during the annual USAC competitive bidding process conducted by Oregon K-12 school districts, education service districts, and libraries.
  - Provide new member onboarding.

**Member Engagement and Retention**

- Develop and execute engagement strategies to enhance member involvement in the organization.
- Maintain and nurture relationships with existing members, ensuring their continued engagement and satisfaction.
- Develop and implement strategies to prevent member attrition and increase member retention.
- Contribute to constructive relationships with affiliated non-profit organizations, including TAO, Oregon Association of Government Information Technology Management (OAGITM), Oregon Rural Electric Cooperatives Association (ORECA), League of Oregon Cities (LOC), Association of Oregon Counties (AOC), Oregon Library Association (OLA), and Nonprofit Association of Oregon (NAO).

**Data Analysis and Reporting**

- Maintain accurate and up-to-date membership records, tracking key performance metrics.
- Generate regular reports to evaluate membership trends, identify obstacles, and provide insights for strategic decision-making.
- Forecast future membership and service growth.
- Provide input on membership and service fee structures and contribute to the development of revenue targets and annual budgets.

**Events and Outreach**

- Represent the organization at community events, meetings, and conferences to promote membership opportunities.
- Work with the Chief of Staff and Communications Lead on the planning and successful execution of the annual Member Meeting and other member-focused events.

**Collaborative Teamwork**

- Work closely with key individuals within the organization – service delivery manager, engineering team, operations & project management, CFO/accounting team, chief of staff, and executive director – to align membership development strategies with overall organizational goals and opportunities.
- Collaborate with the communications and government relations leads to ensure consistent messaging and branding.

## Required Qualifications

- Bachelor's degree in a relevant field, especially technology or business, OR five years of experience in technology membership development, sales, and/or marketing.
- Proven experience and success in membership development, sales, and/or marketing.
- Strong background in customer-centric and performance-driven teams.
- Excellent interpersonal, relationship-building, and communication skills that motivate, engage, and inspire members.
- Excellent negotiation and closing abilities.
- Proficiency in data analysis and reporting.
- Familiarity with CRM software and project management software.
- Proficiency with the Microsoft Office Suite and remote collaboration tools.
- Capable of performing remote and self-directed work in close collaboration with multiple team members.
- Action oriented, highly customer focused, and possessing an entrepreneurial drive.
- Enthusiasm for the organization's mission, values, and membership.
- Strong ethical orientation, demonstrated personal accountability, and ability to work in a nonprofit environment.

## Preferred Qualifications

- Prior sales or business development experience in telecommunications, Internet/broadband, cybersecurity, or related information technologies.
- Understanding and prior experience with the Oregon public (especially education) and non-profit sectors.
- Prior experience with the FCC E-rate program.



# Additional Information & Procedure for Applying

- This is a remote work, contract position. Contractor must be located in Oregon or southwest Washington. Periodic in-person meetings and other in-state travel are required.
- Compensation: Twelve-month contract begins at \$100,000 and is commensurate with candidate experience.
- **To Apply:** Please submit a resume and cover letter detailing your qualifications and interest in the position to [recruitment@linkoregon.org](mailto:recruitment@linkoregon.org). Applications must be received by 5:00pm PST on January 15, 2025.

