

# Job opening: Membership Journey Specialist

**We are EVPA, the investing for impact community.**

EVPA is a unique network at the intersection of finance and purpose, driven by knowledge and focused on impact. We aim to increase prosperity and social progress for all, fix inequalities and injustices and preserve the planet.

We rally people, capital, knowledge and data to catalyse, innovate and scale impact. EVPA brings together a diverse group of capital providers (impact funds, foundations, corporate social investors, banks, public funders) and social innovators of all sorts – from household names to emerging new players.



## Smart Impact

We mix breakthrough research, eye-opening data, actionable learning and honest experience exchange to ignite innovation and build capacity to match ambitions, forge solutions, break barriers and bridge gaps for a bigger, deeper and smarter impact.



## Joint Impact

We build synergies that tackle critical social and environmental problems at scale – and change mindsets. EVPA platforms facilitate thematic and sectoral collaboration but our ground- and silos-breaking convening ability is our true superpower.



## Transformative Impact

Enable real and lasting change – that’s EVPA approach. We take on big issues, study and celebrate systems change, call for transformative regulatory frameworks and optimised public funding. As we guide newcomers to the impact space, we promote impact transparency and integrity.

**Building a European Impact Ecosystem.** Investors for impact power social and environmental impact to build a better world. At EVPA, we join forces to build an impact ecosystem! In 18 years we went from eight to 300 members strong and truly European network. We built THE data hub for the impact space, trained 1,000+ people, produced standard-setting and bar-raising guidelines on investing for impact and impact measurement and management. We established a strategic presence in the EU policy settings and play a vital role in global impact cooperation. Not bad for a teenager!

Learn more [evpa.ngo](https://evpa.ngo)

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## Job Description

We are looking for a Membership Journey Specialist to support the implementation of the EVPA's member acquisition and retention strategy. The Membership Journey Specialists will also be responsible for managing, analysing and interpreting data to provide insight and support strategic decisions and optimising daily tasks.

### Roles & Responsibilities

The Membership Journey Specialistist will be responsible for the following tasks:

- Conducting research into defining target audiences and the ideal member profiles
- Identify key challenges and desired outcomes for each targeted segment in the membership database
- Collect market insights to better understand needs and opportunities of our members
- Deliver CRM processes implementation across the organisation to retain and increase engagement of existing members
- Identify opportunities for process automation and optimisation with a focus on internal and external activities
- Own the execution of member acquisition and retention campaigns from conceptualisation to analysis
- Develop and implement lifecycle processes and metrics to support the entire member journey
- Oversee the CRM data governance which will include: data standards, audits, data structures, user access rights and reporting
- Provide ongoing monitoring, measurement and tracking of EVPA activities

### Skills & Qualities

- You have at least 2 years of experience in a similar role, preferably in an outbound and inbound marketing and sales environment
- You have a Bachelor's or Master's degree in fields such as: marketing, economics or business administration
- You have advanced analytical skills and the ability to gather data and structure it in a meaningful way for analysis with the ultimate goal of creating reports and influence decision making
- You have prior knowledge of Salesforce or HubSpot
- You have advanced Excel, Power Point and Office Suite skills
- You are result and detail oriented with a good business acumen
- You are not afraid to roll up sleeves and get work done
- You are interested in understanding the world of impact investing and social investment
- You have excellent command of written and spoken English, any other European language is a plus

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## What we offer

- A competitive salary package (13th salary, holiday pay, transportation and home office allowance, meal vouchers)
- Full-time position
- Flexible working hours and work from home policy
- Additional holidays
- Training and personal development budget
- Group health and pension insurance
- A friendly, open working environment

**More information and how to apply:**

Please visit [our website](#), [impact stories](#) and our [LinkedIn profile](#).

**Interested in applying?** Please send your resumé with a cover letter to [recruitment@evpa.ngo](mailto:recruitment@evpa.ngo)

Applications will be reviewed on a rolling basis so we strongly encourage early applications. The application **deadline is 12 December**. Once your application has been sent, we thank you not to get in touch. Only qualified candidates will be contacted for interviews. If you do not hear from us within two weeks of the closing date please presume your application has not been retained on this occasion.

*EVPA is an equal opportunity employer. We celebrate and practise diversity in all its forms and are committed to creating an inclusive environment for all of our employees.*