

Job opening: Membership Journey Specialist

We are EVPA, Europe’s impact finance network.

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

We unite capital providers (impact funds, foundations, corporate social investors, banks, public funders) and social innovators of all sorts – from household names to emerging new players. All capital providers have a crucial role to play in driving transformative change. EVPA offers strategies, insights and practical wisdom for wherever you are on the continuum of capital.

Making more capital impact capital

We mobilise resources and ensure impact capital is deployed with maximum effectiveness – because our greatest challenges for people and planet won’t stand for half measures.



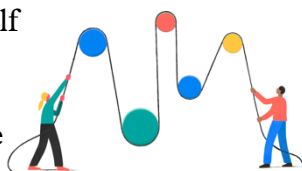
Making more people impact people

If you’re impact, you’re in – and we can set you up for success. We work to accelerate, scale and safeguard impact as new actors enter the impact finance space.



Taking collective impact action

The silo-breaker.
The partnership maker.
The collaborator.
The missing piece of the impact puzzle finder.
We are all of the above.



Taking impact wider and higher

We’re building an expansive and harmonious global impact ecosystem, setting up new markets in eastern Europe, Middle East and north Africa. Our EU policy work presses for a thriving and inclusive impact market.



Making impact history: In 19 years we went from eight to 300 members strong. We built a unique data hub for the impact space, trained 1,000+ impact champions, 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 sphere and play a vital role in global impact collaborations on data and strategy.

Learn more evpa.ngo

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 Specialist 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

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

Applications will be reviewed on a rolling basis so we strongly encourage early applications. The application **deadline is 30 April 2023**. 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.