



Title/Role: Membership Director
Department: Business Development and Membership
Type: Exempt
Location/Base: Baltimore/Washington DC (preferred)
Salary Range: \$85,000-\$105,000
Time Allocation: Strategic (40%)/ Execution (60%)

ORGANIZATION PROFILE

The Oceantic Network (the Network) envisions a thriving ocean renewables industry powering strong economies. Our collaborative nonprofit network advances the ocean renewables market and builds a robust supply chain of local companies. We partner with private industry and government agencies to build a resilient supply chain to create and sustain jobs, benefit local economies, and ensure cost-effective clean energy. We advance our mission by connecting developers, policymakers, academics, and community and workforce leaders through events, education, digital tools, and policy initiatives to grow the vital offshore wind and ocean renewables sectors.

POSITION OBJECTIVE

The Director of Membership & Strategic Engagement is responsible for developing and executing comprehensive strategies to grow, retain, and deepen engagement with Oceantic Network's member base. This senior-level role integrates relationship management, member communications, strategic outreach, and business development support to ensure the organization's continued relevance, revenue stability, and leadership within the offshore wind and ocean renewables sectors.

Serving as the Network's lead membership officer, this position is both strategic and hands-on—tracking performance, refining member offerings, and acting as the organization's primary relationship manager for high-value member companies. The role also supports broader partnership-building initiatives, such as Global Gateway and member-driven policy engagement.

POSITION RESPONSIBILITIES

- Take primary responsibility for engagement with current members, including organizing and executing regular outreach, across all forms of communication.
- Develop and execute strategies for retention of at-risk members.
- Develop and execute strategies for acquisition of new members.
- Identify and implement policies and strategies that enhance member engagement.
- Identify and pursue opportunities to expand Oceantic's reach across key sectors, including adjacent industries and underserved market segments.
- Establish and track KPIs related to member satisfaction, renewal rates, and engagement levels using Salesforce and analytics tools.
- Serve as primary point of contact for strategic member companies, cultivating trusted relationships and ensuring consistent, high-value touchpoints.

- Manage onboarding of new member companies and ensure benefits are clearly communicated and delivered.
- Maintain accurate and complete member records, contacts, and engagement notes in the CRM (Salesforce).
- Organize and host in-person member events (e.g., Member Breakfasts), providing direct access to Network leadership, policy staff, and industry intelligence.
- Coordinate targeted communications campaigns in collaboration with Marketing, including member wins, success stories, and renewal outreach.
- Work with Policy and Programs teams to ensure member input informs the Network's advocacy and thought leadership.
- Support broader business development goals by identifying upsell opportunities (e.g., event sponsorship, Global Gateway, custom programming).
- Attend key industry events and conferences to cultivate prospective members and partners.
- Contribute to the development of proposals, pitch decks, and membership materials.
- Work cross-functionally with marketing, events, education, and policy teams to align messaging and engagement strategies.
- Supervise project-based staff, interns, or consultants as needed to support membership and engagement projects.
- Represent the organization externally in meetings with partners, prospects, and stakeholders.
- Leverage emerging technologies, including AI, for efficiency, process and organization improvement.
- Track digital metrics and campaign performance.
- Implement continuous improvement by integrating new best practices and lessons learned to strengthen processes and overall organizational performance including monitoring trends in the benefits sphere to develop strategies for member growth.
- Perform other assigned duties.

EDUCATION AND EXPERIENCE

- Bachelor's degree and 7+ years' experience in member or client relations, experience in non-profit fundraising and development is a plus.
- Previous work experience in a membership organization, trade association, government affairs, or a communications agency is preferred; with a
- Demonstrated strong member service ethic and a full commitment to responsiveness.
- Proven ability to grow and retain a membership or customer base using data-driven insights and a relationship-first approach.
- Experience working with C-suite contacts and managing strategic accounts.
- Strong writing, communication, and presentation skills.
- Proficiency in CRM tools (Salesforce strongly preferred) and comfort with metrics-based planning.
- Proficient in Microsoft Office (Outlook, Word, Excel, PowerPoint, and Teams), Adobe Acrobat, and virtual meeting platforms such as (Zoom, WebEx, and GoToMeeting) as well as the ability to learn new systems relevant to the Oceanic Network,
- Strong technology skills and with ability to adapt to new systems as a fast learner
- Ability to navigate volatility, uncertainty, complexity, and ambiguity

If Position Is Remote:

- Excellent interpersonal and time management skills
- Ability to take direction and/or accept tasks from multiple people
- Ability to deal effectively with deadlines and time pressures
- Ability to work with minimum supervision, set priorities, and multitask
- Ability to think quickly and follow through accordingly

BENEFITS AND COMPENSATION:

The salary range for this position is commensurate with experience. For full-time, benefit eligible employees, the Network offers an excellent range of benefits including:

- Medical Insurance
- Dental and Vision Benefits
- Employee Life Insurance
- Employee Short- & Long-Term Disability
- Paid Vacation
- Generous paid leave
- 401K Plan

WORKING CONDITIONS

- Work is in an office environment

The Oceanic Network provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which we employ staff. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.