



UP FOR GROWTH®

MEMBERSHIP DIRECTOR OPPORTUNITY PROFILE

Summary

Up for Growth seeks a strategic Membership Director to accelerate the growth of its member network nationwide. This profile provides an overview of Up for Growth; the position opportunity, responsibilities, and fundamentals; the profile of the target candidate; and how to apply.

ABOUT UP FOR GROWTH AND UP FOR GROWTH ACTION

Up for Growth is a national, cross-sector member network working to achieve a future where housing is always an opportunity, never an obstacle. Up for Growth Action advocates and lobbies for federal policies that support this future.

Our Why

From cities to suburbs to rural America, housing cost increases have significantly outpaced salary increases. For example, from 2006 – 2018, the share of middle-income renters who spend at or more than 30% of their income on rent increased by 37%. In the face of rising housing prices, individuals and families are forced to make impossible choices between fixed living costs and other necessities. Left with only bad options and an unclear path forward, the problem endures.

Out-of-control housing price inflation is the result of housing underproduction. Artificial policy barriers, exclusionary zoning, and opposition from residents (“NIMBYism”) limit the location and density of allowable housing while at the same time increasing the cost and time to deliver needed homes—in short, they stymie housing opportunities for everyday Americans.

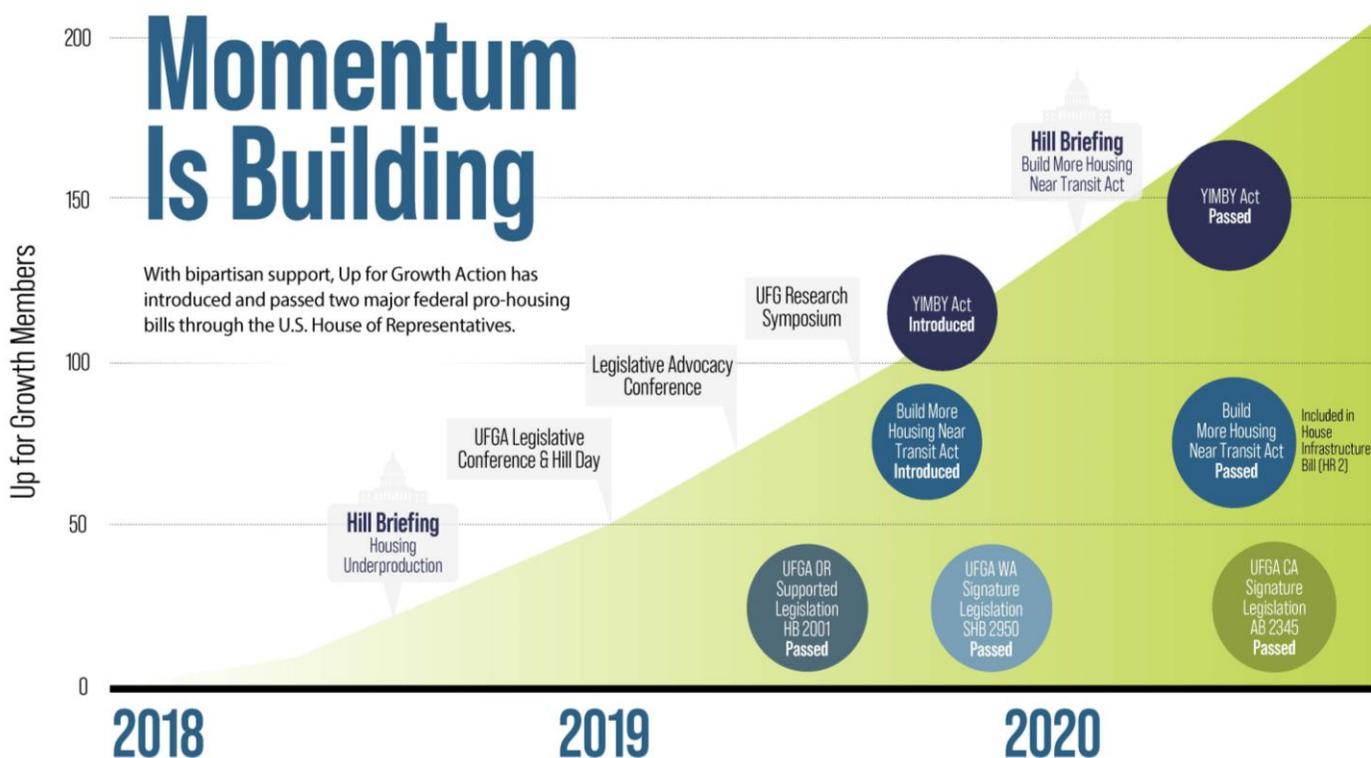
These unjust policies have an outsized negative impact on people of color. Racial discrimination in housing policy—and economic opportunity policy in general—widened the property ownership and wealth gap between white and non-white households. So, policies that depress housing production and increase cost, exacerbate this gap. In short, eliminating systemic barriers to housing production is a necessary step in dismantling systemic racism in the U.S.

Our Work

We are committed to solving the housing shortage and affordability crisis by:

- Presenting a bold vision for change
- Building and cultivating a diverse, cross-sector network of stakeholders to shape and advocate for nonpartisan policies at all levels of government
- Delivering data-driven research and evidence-based analysis to advance the pro-housing narrative and create novel, replicable policy options
- Leveraging Up for Growth Action to advocate for the elimination of federal systemic barriers to housing at the federal level

We are proud of what our member network and Up for Growth Action have accomplished.



We're building on this momentum through a strategic focus on:

- **Innovating policy solutions** to our nation's most pressing barriers to housing production
- **Educating policymakers and the general public** on the barriers and solutions to housing production and affordability
- **Focusing direct advocacy and lobbying** efforts on advancing federal pro-housing policies
- **Empowering our members** to advocate for state and local policy change
- **Investing in our people** to ensure clarity of purpose, ownership of work, and meaningful opportunities for growth and development

Our People and Culture

Up for Growth and Up for Growth Action are powered by a single dedicated and experienced team of policy, communications, advocacy, and development professionals. Governing and Advisory Boards for the c3 and c4 guide our team's efforts. And a robust member network of 200+ organizations fuels our success.

Our team created a shared set of values to shape how we work together. We use these values regularly to inform decision-making, how we give feedback, and how we evaluate performance.



Diversity and Equity

- We seek out and elevate diverse perspectives, lived experiences and voices that are often left out.
- We apply an equity lens to the housing supply problem.
- We recognize and address historic and systemic racism in all areas of our work.



Integrity and Informed Rigor

- We approach our work with discipline, focus, transparency and a critical eye to ensure excellence.
- We advocate for policies that are data-driven and evidence-based.
- We acknowledge our individual and collective responsibility to challenge our own biases and learned behaviors.



Collaboration and Service

- We operate in service to our members and in the public interest to build better policy.
- We build and foster a diverse, cross-sector network of stakeholders to shape and advance policies at all levels of government.
- We bridge the gap between members, experts and legislators, enabling all to contribute ideas and expertise.



Vision and Transformation

- We channel our energy and focus to change the status quo and build an ideal future state.
- We vet policies with data and our multi-sector network to craft tangible, bold and equitable change.
- We lead with a clear, collective vision and are action-oriented in our approach to the housing crisis.

Building on this foundation, we empower each team member to take ownership over their role by:

- **Collaboratively defining their position** by its desired outcomes and measurable impacts
- **Providing freedom over the strategies and tactics** they will use to achieve those outcomes
- **Rewarding innovation**, framing failure as a learning opportunity
- **Investing in growth and development** to support professional and personal advancement
- **Proactively asking for and responding to feedback** as a leadership team

POSITION OPPORTUNITY AND RESPONSIBILITIES

Up for Growth's Membership Director position is a unique opportunity for a strategic member acquisition and retention expert to fuel the organization's next phase of growth. Up for Growth has bold ambitions to greatly expand the number, geographic reach, and industry diversity of its membership. The Membership Director will have a unique opportunity to design and execute a strategy to realize this ambition. We appreciate the impact a visionary Membership Director could have and will empower this position with the ownership and support necessary to succeed.

The Membership Director will have three primary responsibilities:

Member Recruitment

- Design and execute a strategy to grow Up for Growth's member network, with an eye toward increasing geographic and industry diversity
- Meet with prospective members
- Onboard new members

Member Stewardship

- Ensure the member experience from join to renew is meaningful by monitoring member journeys, soliciting feedback, and partnering with Up for Growth team members to make timely improvements
- Partner with the COO to implement the communications strategy, ensuring members receive consistent and timely personalized communications that strengthen their relationships with Up for Growth, create a sense of belonging in the network, and support overall fulfillment
- Support the CEO and Legislative Director to build endorsement coalitions for signature bills
- Manage the member invoicing and renewal processes

Organizational Development

- Collect relevant data on Up for Growth's prospective and current members
- Generate reports and strategic insights to inform enterprise and departmental strategy
- Recruit, onboard, and manage a Membership Associate in mid-2022

CANDIDATE PROFILE

Up for Growth's Membership Director will be a collaborative strategist and doer who excels at building and strengthening relationships. The successful Membership Director will embody the following key attributes and capabilities.

Member-Centered Strategist

You live and breathe human-centered design. You know how to build data-driven member personas, compelling journeys, and actionable service blueprints. You're adept at leveraging these tools to build member recruitment and engagement strategies that drive impact.

Systems and Process Guru

You understand how to systematize member journeys to enable scaling. You're adept at collaborating with a diverse team to integrate a myriad of needs and insights into your work. You use technology to improve efficiency and efficacy.

Strong Interpersonal Skills

You're passionate about building authentic, lasting relationships. Equipped with high emotional intelligence, you're able to understand, empathize with, and cultivate trust with a diversity of people. You're able to discern the unique motivations and interests of a given prospect, then tailor your communications to build common ground. You're also able to work with a diverse internal team, soliciting feedback to improve your work and leveraging your insights to influence the work of others.

Passionate and Purpose-Driven

You are passionate about creating a future in which housing is always an opportunity, never an obstacle. You understand the role housing policy plays in realizing this future—and have a desire to continue learning more. You're inspired to represent Up for Growth's vision, mission, and values when you engage with prospective and current members.

Perseverance

You're focused on driving long-term change, so able to navigate short-term challenges with persistence and patience. You are not discouraged by hearing "no."

POSITION FUNDAMENTALS

Location: We value the importance of a productive work environment, so offer flexible working arrangements. Some of our team members work from the office full-time, while others split their time between the office and a remote location. Up for Growth and Up for Growth Action's office is located at 1627 Eye Street NW.

Compensation and Benefits: We offer a base salary of \$100,000 (higher for more experienced professionals). We also offer a competitive benefits package that includes **generous paid-time-off**, including a week off between Christmas and New Year's Day and flexible paid holidays; a **401K** with an above-market company match; **health, dental, and vision**; and a **commuter allowance**.

Target Start Date: The planned start date for the Membership Director is January 1, 2022. We would be happy to consider an earlier start date.

HOW TO APPLY

Up for Growth's Chief Operating Officer, Leah MacArthur (Imacarthur@upforgrowth.org), is managing the search for Up for Growth's Membership Director. Please email your resume and cover letter by December 1, 2021. You may also reach out with questions about the position in advance of this date.

The leadership team will review all applications in early December. then invite select applicants to interview. The interview process will include a phone screen, an interview with the Chief Operating Officer, and an interview with the Chief Executive Officer. All inquiries, application materials, and discussions will be considered strictly confidential.

Up for Growth is an equal opportunity employer who welcomes all qualified applicants. We do not discriminate against any employee or applicant based on gender, sexual orientation, race, ethnicity, age, or disability. We actively work to create an inclusive environment where all team members can grow and thrive.