



CAASA
CANADIAN ASSOCIATION OF
ALTERNATIVE STRATEGIES & ASSETS

Membership Coordinator (Full-Time)

Company Description

Founded in February 2018, CAASA is a fast-growing trade association created to represent Canadian alternative investment managers, investors, and service providers across Canada and globally. We are looking to add a Membership Coordinator to our team who will take on the key responsibility of day-to-day member servicing as well as database and website maintenance. This is a small but mighty team offering hands on experience with an entrepreneurial organization.

Job Requirements

Education, training, experience:

- Post-secondary certificate or diploma in marketing or business
- Desire 2+ years of marketing experience
- Experience with and solid understanding of CRM databases and WordPress
- Preference given to those with experience in the association and not-for-profit industries

Knowledge Required: Association Management, CRM databases, Email Campaigns

Skills & Abilities Required:

- Ability to communicate with and influence existing and potential members
- Experience working with MS Word, Excel, Outlook, PowerPoint, WordPress, and CRM databases (Creatio)
- Skilled in creation and execution of email marketing campaigns
- Ability to learn and understand investment industry terminology and regulation in the Canadian marketplace
- Attention to detail and ability to document and follow up in a timely manner
- Ability to work both independently as well as a part of a tight-knit team
- Excellent writing, listening, speaking, and organizational skills

Overview of Responsibilities

The Membership Coordinator will work closely in a small team with an entrepreneurial environment and possess the ability to think ahead. The successful candidate will consistently implement and apply the existing growth strategy and generate new ways to engage with and promote current initiatives to members where attention to detail and self-management will be essential.

We are growing quickly, and the successful candidate will be involved in all areas of the business, including maintaining the website, the existing CRM system, day-to-day member servicing as well as communicate regularly with the team to stay aware of new members and initiatives.



Detailed Responsibilities:

- Member services including daily communication with members and fielding inquiries when appropriate
- Process new membership applications, renewals, and resignations
- Coordinate with the accounting department to track membership revenues
- Daily maintenance of existing membership records via our CRM database and online membership directory
- Maintain and apply updates to the existing WordPress website and event pages as changes occur
- Assist with marketing initiatives and coordinate with our Social Media Coordinator when needed
- Collect data, track membership statistics, and prepare reports
- Provide day-of support at virtual and in-person events which may be after-hours and/or involve travel
- Assist in special projects as needed

Location & Hours: Downtown Toronto office (core, direct PATH access). Hybrid work environment with general office hours from 9am – 5pm with some evenings (as required for event staffing once back in-person).

This role is a full-time, permanent position in a growing organization. Salary starting at \$50,000/year plus medical and discretionary bonus. Room to grow with annual compensation reviews.

Please apply online via the CAASA website. Applications should be submitted by Friday, April 8, 2022 for review.