

THE CHARLIE CART PROJECT

MEMBERSHIP MANAGER

May 26, 2022

ABOUT THE CHARLIE CART PROJECT

At the Charlie Cart Project, our mission is to equip the next generation with the knowledge and confidence to make healthy food choices through hands-on cooking. We do this by providing a portable, compact mobile kitchen, including a 54-lesson, K-5 curriculum aligned to Common Core standards, tools, training, and virtual programs.

The Charlie Cart Project was founded in 2015 to create an all-in-one food education program with the flexibility to be used anywhere, by anyone. Today, we work primarily with libraries, food banks and schools, which use the Charlie Cart to deliver hands-on cooking lessons and nutrition programs to their constituents. Once an organization becomes part of our Network, we provide their food and nutrition educators with resources and programs to support their success.

Despite Covid-19, the Charlie Cart Project has continued to expand. Over the past seven years we have built up a network of more than 1000 educators across 300 sites in 45 states. As we enter year eight, we see a tremendous opportunity to build on our momentum and success. In our next phase of growth, we will launch a large-scale evaluation, help our network share best practices, and build an engagement strategy to connect them to one another.

POSITION OVERVIEW

To date, our sales have been entirely through word of mouth. The Membership Manager will be the first position dedicated to advancing Cart sales to expand our network of food educators and advocates. In this role, the Membership Manager will execute our sales strategy and own new customer relationships to ensure lasting success.

Approximately 50% of the annual budget is raised through philanthropy and 50% is through the sale of our Charlie Cart mobile kitchen and curriculum. This role will be responsible for expanding that growth by 15% over the next several years. While this position has a heavy sales component, this work will build a national network of food educators supporting improved health outcomes for youth. We are seeking a team player who is committed to our mission and vision.

The Membership Manager is an entrepreneurial spirit who will take initiative for developing, implementing and expanding our national network of Charlie Cart sites. They will be responsible for our outreach and sales strategy, serving as the first point of contact for the Charlie Cart Project, and stewarding new sites from interest to purchase through to training and engagement. In addition, the Membership Manager will work with the Charlie Cart team to identify and develop strategic partners to advance our mission..

Sales enablement, including data management and communications, is vital to understanding how we are impacting our intended audience and how best to improve the work and grow the organization. The Membership Manager will accurately and consistently track all customer information and maintain ongoing communication with our full network, promoting programs, ensuring sites receive our training, and responding to any customer inquiries.

This is a full time, salaried position, reporting to the Executive Director, with significant room for growth. The Charlie Cart Project is based in Berkeley, CA. All staff are currently working remotely, with plans to return to regular in-person meetings in 2023. California/Bay Area candidates only, please. Specific responsibilities include, but are not limited to::

Sales and Network Growth

The Membership Manager will lead all sales activities for the organization, in line with the strategic goals of the organization.

- Develop and implement a sales strategy, work plan and budget
- Drive end-to-end sales execution: manage high-level relationships with organizations, such as: schools, libraries, food banks and city leaders to support network growth
- Develop network pipeline in line with CCP strategic goals

- In partnership with CCP leadership, source, cultivate, negotiate and close sales in key markets;
- Field and respond to all sales-related inquiries
- Issue customer invoices and track AP for sales in concert with CCP financial processes and team

Fulfillment

- Communicate across teams to ensure timely shipment and delivery of products. Work with manufacturing lead to trigger and track shipment
- Communicate shipping information to members and follow up upon receipt of cart
- Manage member services for all fulfillment related processes and warranty requests

Network Member Onboarding and Engagement

- Own all aspects of member relationship from initial inquiry to onboarding; Field and respond to existing member inquiries, forwarding to program staff as appropriate
- Communicate onboarding schedule to new members and follow up to ensure participation
- Engagement: Organize and lead effective customer interactions, host information sessions, create sales/marketing materials, create effective sales presentations
- Manage customer relationship end-to-end, throughout entire sales process

Data Management

Working with the Executive Director, manage systems to track constituent engagement at all levels, including the following:

- Manage CRM and ensure it is updated at all times with new sites, inquiries and constituent details, including customer information, product serial numbers, shipping and delivery information
- Create and automate reporting that provides visibility to our network pipeline and member engagement
- Manage and track trends and growth in sales and engagement to increase efficiency and keep the team informed

- Maintain constituent records across customer CRM, mailchimp and program participant lists
- Configure, pull and analyze reports on an ongoing basis to inform sales process and as requested by program and fundraising staff

Communications

Internally, the Membership Manager will fill an important role on the CCP team.

- Regularly communicate sales updates to CCP staff to ensure inventory forecasts align with sales forecasts and commitments to our customers
- Participate in weekly staff and team meeting
- Regularly provide insights into sales trends and growth opportunities, via email and verbal reports to CCP team.

Externally, the Membership Manager is the face of the Charlie Cart Project to all potential network members and the first contact with interested parties.

- Calendar and distribute program announcements and reminders (drafted and triggered by Program team)
- Develop templated materials to support member onboarding and success
- Schedule and distribute all program follow up
- Calendar and distribute newsletter (drafted by Program team)

QUALIFICATIONS

- Gregarious, friendly and accessible
- Self-starter, takes initiative, proactive problem-solver
- Full time sales, account management or sales enablement experience required
- Experience in non-profit required
- High proficiency managing data in a CRM system
- High proficiency/Advanced experience with Excel and Google Sheets
- Strong organizational skills and exceptional attention to detail with an eye for increasing efficiency and/or sustainability of existing processes and systems
- Proficient in Word, Google Suite and Mailchimp, and facility/willingness to adopt new software

- Excellent communication skills both written and verbal communication, with attention to spelling, punctuation and grammar
- Commitment to the mission and goals of the organization
- Strong work ethic, diligent and focused
- Collaborative, flexible work style
- Comfortable and confident with managing customer expectations and escalating issues to supervisors as appropriate
- Sense of humor
- Able to work well with a diverse workforce and customer base
- Ability and availability to travel for work as required (potentially 15 – 25%)

TO APPLY

Please send a cover letter and resume to info@charliecart.org.

Work is currently remote with return to regularly scheduled in-person meetings in 2023. Bay Area candidates only, please. Position offers significant growth opportunities with a small organization making a big impact at the national level.

SALARY

\$80,000 – \$90,000 plus benefits, depending on experience.

EQUAL OPPORTUNITY STATEMENT

The Charlie Cart Project is committed to achieving a diverse workforce and supporting our team with equity in all aspects of employment including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training. The Charlie Cart Project prohibits discrimination and harassment of any kind and is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, age, gender or sexual orientation, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. The Charlie Cart Project will not tolerate discrimination or harassment based on any of these characteristics. All are encouraged to apply.