

Membership Skills Checklist

You can use this checklist to carry out a skills audit and identify what you already have available in your organization. Not all of these skills will be necessary until your membership program reaches a certain size. When it does reach a certain size, it might be worth exploring automating some of these tasks.

◆◆◆ Critical Skill ◆◆ Important Skill ◆ Nice-to-have Skill

Revenue, Marketing, and Sales

- Growth strategy** ◆◆◆
Design and execute membership drives, experiment with new formats to attract members, set revenue and membership growth goals
- Digital marketing practices & techniques** ◆◆◆
Email marketing, social media marketing, content partnerships
- E-commerce management & customer service** ◆◆◆
Benefits fulfillment, credit card processing, chasing lapsed members, processing cancellations and refunds
- Experience with database management*** ◆◆
Benefits fulfillment, credit card processing, chasing lapsed members, processing cancellations and refunds
(*This may become a critical skill as your membership program matures)
- Business development** ◆◆
Business modeling: Business model generation, building revenue and cost projections, checking revenue and cost assumptions
- Branding** ◆◆
Establish brand strategy, identity, and messaging
- PR and communications strategy** ◆
Secure other media coverage of your most impactful journalism

Research, Data, and Analytics

Experience with analytics/metrics measurement ◆◆◆

Track key performance metrics, identify data trends, create metrics reports, assess campaign successes and failures, identify best practices accordingly, report back to stakeholders

Product development and testing ◆◆◆

Audience research: Designing and administering surveys and focus groups, interpreting audience data for audience segments and audience needs.

A test-and-learn mindset: data-led decision making, A/B testing, user testing

Engagement

Community management ◆◆◆

Respond to member queries, solicit member input, organize member surveys, moderate member discussion

Newsletter strategy* ◆◆◆

Design newsletter products, write and format emails, evaluate newsletter performance (*If newsletters are not a core component of your editorial and audience development strategy, then this is not a critical skill)

Social media strategy ◆◆◆

Use social media platforms to engage existing members and reach new audiences

Comfortable being the face/voice of the organization ◆◆

Ability to command the room, do deep listening, and facilitate conversation
Vulnerability; willingness to own up to mistakes

Events planning/organizing* ◆

Planning flow of activities, sourcing speakers, coordinating venues
(*This is an Important skill if you have an events-heavy membership strategy)

Collaborative/cooperative decision-making experience ◆

Organizing consultations, polls, and votes

Editorial

Focused on membership-concerned editorial activities, not core activities.

Excellent written communication ◆◆◆

Writing copy for newsletters, social, and onsite member appeals

Effective external communication ◆◆◆

Ability to effectively communicate your organization's mission, the impact of membership/what it means to be member-supported, engagement initiatives (crowdsourcing, crafting callouts, drawing knowledge from members, inviting participation), and the results of those initiatives (including key decisions)

Effective internal communication ◆◆◆

Ability to effectively communicate with editorial about revenue activities/campaigns, member feedback, and analytics information