

Chief Membership Officer

Job Description



BACKGROUND

Gen Next is built on a recurring revenue business model and mission-driven leadership community. The network is wide-reaching and today these leaders cumulatively oversee billions in revenue, tens of thousands of employees, and millions in annual philanthropic and political spend. We currently operate at ~\$5mm in annual recurring revenue and have a three-year to five-year goal to reach \$20mm. At that ARR, our client base – Members of Gen Next – would increase from ~350 to approximately 1,000. The operation is high-touch and high-impact.

Our mission is to build a leadership bench that sets up future generations for success by tackling big picture problems in the areas of economic opportunity, education, and global security. Our Membership (customer) community is invite-only and made up of accomplished and purposeful leaders – CEOs, entrepreneurs, and thought leaders – concentrated in eight markets throughout the country. Our theory of change is anchored in aiming our Members' sense of purpose at generational prosperity. We educate and involve Members on critical long-term issues, rally around high-impact venture philanthropy, and propel great ideas and talent into government.

Gen Next is seeking a Chief Membership Officer (CMO) to lead a robust revenue, customer success, and client engagement framework to expand and deploy our community. This critical role holds executive oversight over major revenue streams and the full extent of the Member journey, including vetting product-market fit, growing the Membership pipeline, on-ramping, dynamic engagement, adoption of our suite of experiences, and long-term retention. Above all, this person is accountable to growth, retention, and lifetime value expansion of the Gen Next Membership. When you think metrics, think customer acquisition, churn reduction, lifetime customer value, customer engagement KPIs, total MRR, upselling and cross-selling, and net growth.

The ideal candidate will excel in leading a team in high-touch and high-impact customer success, journey, and engagement businesses. This person is also purpose-driven, loves people, a voracious learner, and excited to build with us.

VITALS

Who: The CMO is an executive level officer who reports to the CEO and manages a team of seven (and growing) that is dedicated to driving impact and revenue in our community.

Location: Orange County, CA. With the team and Membership distributed throughout the country, expect regular travel to current and future markets.

YOU'RE MOST LIKELY A FIT IF

- You have demonstrated success in managing and leading high-performance teams, especially in customer success, client engagement, customer journey, or lifecycle marketing experience. Experience in DTC subscription businesses, SaaS SMB accounts, B2B business development or sales, account management, product marketing, or fundraising could also be transferable.
- You harness the power of community, relationships, data, process, and engagement to achieve measurable outcomes.
- You are a revenue-driver, proactive, success-oriented, data- and analytics-focused, and predictive.
- You have experience in growing small- to medium-sized businesses and/or enterprise, and you thrive in an entrepreneurial environment where “everything is possible” and resources are limited. You appreciate the nuances that surround growth, opportunities, and professionalization.
- You can talk business, culture, politics... and be authentic about it. Working with big personalities and successful people, you need to be current, curious, and relational.

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- You have excellent technical and persuasive writing. With a content-heavy business and constant written correspondence with our stakeholders, this is a non-negotiable.
- (Bonus) You can tap into a network of customer success-type professionals to enhance your team

THIS ISN'T FOR YOU IF

- You don't have a record of success in leading a team that is high-EQ and results-driven – quantitative and qualitative.
- You struggle to synthesize and execute a high volume of complex information into a coherent strategy and plan.
- A fast pace is exhausting, and proactive communications and accountability stress you out.
- **You aren't passionate about the mission, issues, people, and ideas that support our mission.**

DETAILS

1. Membership Engagement and Growth

Success for the Chief Membership Officer is gauged by the impact of our community. In each market, that effort is led by our chapter leads, who are on the frontline of the mission attracting and developing Members, in collaboration with Member-driven leadership bodies at regional levels. This executive ensures that we are building our community with effective engagement, development, and retention of the Membership, as well as attracting highly qualified Members. Know that Membership is not for everyone – our approach is highly selective and relational – and the CMO still holds ultimate responsibility for hitting revenue and engagement goals.

- Accelerate growth above net growth of 20 percent and continuously improve churn rates to 10 percent with careful consideration of target personas and aligned with engagement strategies.
- Implement protocols in mission-driven customer success, from onboarding to increased loyalty.
- Improve core Membership success metrics, such as: KPIs, predictive analytics against churn and for upsell opportunities throughout the Membership lifecycle to achieve success.
- Work with and integrate core business initiatives, including strategic planning, data and operations, finance, marcomm, experiences / “products,” philanthropy, policy, and growth and engagement.
- Design and lead a robust growth roadmap that includes pipeline development, conversion strategies, and more to ensure chapter leads drive sustained, high-quality Membership growth.
- Ensure customer acquisition and engagement related costs are managed to budget across all regions.

2. Regional Team Professional Development

You'll need to grow, structure, and develop your team around customer success models; and connect our people to those best suited to train them on other core parts of the business.

- Develop and implement a training framework that propels the chapter team toward higher performance (accelerated Member growth and high engagement).
- Assess the needs of each region and stakeholders in order to guide each chapter lead to identify and act on unique opportunities and overcome his or her challenges.
- Develop skills within each chapter lead that encourage communication, professionalism, trust, accountability, and solutions.
- Develop the organizational structure for our chapter team as we continue to expand into new markets.

OUR ISSUES

We're shaping the leadership culture in the U.S. and shining a light on these issues. You don't need to be an expert, but you do need to be a continuous and passionate learner!

- **Economic Opportunity:** Upward mobility, public debt, entitlements, competitiveness – fun stuff.

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- **Education Reform:** A moral and economic issue. We need great teachers, options for parents, etc.
- **Global Security:** American leadership, diplomacy, democracy, power, counter-extremism... Easy, right?

PERKS & BENEFITS

- Flexible time off. Freedom with accountability.
- Health, dental, vision, life, and short-term disability insurance.
- Books, more books, and constant opportunities to learn.
- Access to a world class network of impact-driven entrepreneurs, influencers, and disruptors.
- A cooperative, irreverent, high-performance team culture of striving to help you become the best version of yourself.

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of the role.

COMPENSATION

The salary for this position is commensurate with experience and anticipated results.

HOW TO APPLY

Please contact us with your resume at jointheteam@gennext.com.