

Position Title: Director of Membership Services
Position Status: Full-time Exempt
Reports To: CEO (or Office of CEO)
Office Location: North America (preference for candidates in the mountain or pacific time zones)
Travel Required: 30%-40% (once safe to travel)
Date Updated: August 2021

Organization

The California Mobility Center's (CMC's) (www.californiamobilitycenter.org) vision is to accelerate the global transition to future mobility modalities by curating commercially meaningful interactions within its unique "ecosystem" of resources. Its particular structure and ecosystem of stakeholders enable innovative product development to rapidly scale and enter one of the world's largest, most influential mobility markets. The CMC attracts members from across the globe, offering valuable access to industry experts, funding opportunities, field testing partners, and purchase orders for market-ready products. There are three categories of companies that the CMC serves: clients (early-stage companies in the advanced transportation-related mobility area), members (any company that plays a role in the advanced transportation mobility sector), and service providers (companies that deliver services that will be helpful to the clients).

The CMC mission is to empower innovative companies to commercialize their offerings swiftly and successfully in California and beyond by providing support in a way that enables the market to embrace those products and services rapidly. Commercialization is the goal that early-stage companies aspire to from the day their product or service is conceived. Though commercialization may seem like a distant goal, it is never too early to instill the disciplines and rigors that successful commercialization will require. By incorporating commercialization into each stage of development (design, manufacturing, testing, and so forth), commercial success can happen faster and more profitably than if these considerations are addressed at the end of the process.

The CMC accomplishes its mission by curating goal-oriented, commercially meaningful interactions between the companies in its client base and its ecosystem of members. Members include automotive original equipment manufacturers (OEMs), tier 1 automotive suppliers, technology companies, utilities, energy companies, infrastructure vendors/suppliers, fleet owners/operators, government agencies, institutions, and advocacy groups. These meaningful interactions with ecosystem members are curated using a "concierge" approach, which achieves product commercialization and market much faster than usual.

The CMC is in its start-up phase and intends to remain very lean going forward. Every member of the CMC team is a player/coach of sorts.

Position

The primary elements of the CMC Ecosystem are Members, Clients, and Preferred Service Providers. The Director of Membership Services is accountable for all matters pertaining to 1) sourcing and signing additional members, 2) defining value-added services for the members, and 3) managing delivery of services to members. Depending on the membership size, the Director may have one or more direct reports as Managers - Membership Services; the selection of Managers should build an effective diversity of talent that complements that of the Director.

In the context of the overall CMC and under the guidance of the CMC CEO, the Director engages in setting the strategy for securing and retaining Members and then executing the strategy-making adjustments as needed.

A successful candidate will be someone who can think strategically, define and articulate value, and then oversee the delivery of the various value propositions to the membership. The incumbent will work with the other areas of the CMC.

Responsibilities and Key Impact Areas

Membership Recruitment

- Review and enhance the membership recruitment activities of the CMC
- Manage recruitment opportunities from lead generation to closure
- Identify and qualify recruitment opportunities, participate in recruitment presentations, and lead the CMC response to qualified opportunities
- Writes articles in external publications and for CMC's blog that positions CMC as a thought leader in advanced mobility technologies

Membership Services

- Develop strategic account plans for all industry members, which serves to align the member's strategic priorities with the appropriate CMC activities
- Develop the annual calendar of membership webinars, including topics and presenters—coordinate delivery of the webinars with other CMC resources (the Marketing Team and Virtual, Inc).
- In collaboration with the chairs of the Membership Committees, for each committee, coordinate the annual meeting schedule and agendas.
- Identify additional value-added services to attract and retain members.
- Serve as primary liaison with members on matters concerning the Client-Member Partnering program.

Other responsibilities

- Prepares the annual budget for membership – revenue and expenses
- Serves as the primary support person for the Board Client and Membership Committee.
- Represents the CMC as a speaker or presenter on an as-needed basis.
- Is an active participant in the strategy session process of the CMC.

Qualifications

- Master's degree or equivalent experience.
- 10 years of experience:
 - Working in the renewable energy/transportation
 - Working in conjunction with industry representatives, primarily in the automotive and/or electric utility industries, either in a stakeholder, client, or membership capacity.
 - Conducting research or project management activities related to clean transportation with a specific focus on transportation electrification.
 - Overseeing research projects and collaborating with external partners, stakeholders, and working groups.
- Accomplished writer and speaker with demonstrated experience authoring publications and presenting findings at industry conferences or public forums.
- 2 years of consulting experience preferred

Attributes

- *Forward-thinking.* You have the technical aptitude and industry experience to notice changes in the external landscape, understand the relevance of emerging technologies, and help CMC members to bridge the gap between current needs and future directions—creating value and minimizing risk.
- You are *comfortable with ambiguity* and uncertainty, knowing when to gather more information and when to take committed action. You are strategically flexible, adapting quickly to changing priorities, and effective in a fast-paced environment.
- *Skilled communicator.* Your communication is clear and direct. You easily adjust your message to your audience and have exceptional written, oral, interpersonal, and presentation skills. You add value by making connections between people and ideas, understanding, documenting, distilling, and synthesizing key points.
- *Influential.* You are viewed as credible by key leaders in the advanced mobility sector. You are willing to take the lead on emerging issues, shaping other's thinking and helping to shape the national conversation on key issues.
- *Exceptional Problem-Solving Skills.* You are self-reliant and flexible in your thinking. You evaluate issues from many angles and are creative at finding solutions to complex, multi-dimensional problems.
- *Skilled project manager.* You show grace under pressure and excel at managing budgets and timelines. You juggle multiple projects and tasks with ease and composure. You are organized, demonstrate superb time management, prioritize work effectively, and wisely allocate and optimize resources. You enjoy creating processes that uphold rigorous standards.
- *Results-driven.* You see the big picture and take action necessary to produce bottom-line results. You understand that success in this role requires taking full strategic advantage of every opportunity. You have a keen ability to determine what is working and what is not, taking committed action to lead projects in the right direction.
- *Strong attention to detail.* You take responsibility for every element of your work, honoring your deadlines, understand the vital importance of delivering high-quality work on time.

- *Proactive and self-motivated.* You think ahead and anticipate challenges, taking the initiative to drive projects forward and leading projects with minimal supervision. You work effectively on a team and independently and find the resources you need to get the job done.
- *Deft political style.* You are an adept consensus builder who excels at convening groups of people to reduce barriers. You work effectively with many stakeholders, volunteers, colleagues, and research partners and build relationships at all career levels. Your diplomacy enables you to de-escalate emotions while driving projects forward.

What's Attractive to the Right Candidate?

The *Right Candidate* will find alignment between their own *modus operandi* and the principles and values of the CMC. The CMC believes the following principles and values are integral to its success. CMC Staff, Members, Clients, and PSPs are expected to demonstrate them. Above all, the CMC is a purpose- and principle-driven organization.

Our principles are:

- **Be purpose/vision-driven.** The direction of the CMC shall be driven by the CMC staff subject to approval by the board of directors. All ecosystem entities shall have a voice; the CMC staff will incorporate those thoughts with their own and recommend business plans to the board for review, comment, and approval. The vision serves as a long-term guidepost for decision making, rather than day-to-day activities and their related challenges, which can unintentionally lead to decisions that may jeopardize long-term goals.
- **Collaborate.** All CMC stakeholders play a role in supporting collaboration across clients, members, industry, and staff to improve the pace of innovation and overall success. The CMC uses collaboration to illustrate a particular mindset toward innovation. The premise is that a system that proactively identifies and invites measured participation in a client's development and commercialization journey while protecting the client's intellectual property (IP) shall lead to a more rapid and successful market entry. We believe incumbent companies gain valuable insights from close collaboration with external innovation early-stage companies and vice versa.
- **Ensure client success.** The success of the Client is the CMC's top priority. The entire design of the CMC is to identify and put in place the key elements to create an accelerated journey for a Client to reach commercial success. The CMC also believes the established companies (CMC Members) can benefit from additional insights into how to make buying from an increased number of external innovation early-stage companies be more manageable and less risky than it feels.
- **Learn from actions.** An entrepreneurial spirit includes acting with imperfect information. It is essential to learn from every action, successful or not. Those lessons help build an *experienced-based knowledge library*.

The CMC's core values are:

- **Trust** is an indispensable part of effectively building, growing, and operating the CMC. Trust, which builds from reliability, compassion, and gentleness, permits the entrepreneur to overcome mistrust, selfishness, and ruthlessness as the company deals with employees, clients, members, and business partners. An individual should strive to earn trust from others and start with a level of trust with others.
- **Integrity** means we are consistently open, honest, ethical, and genuine. A base of integrity in our collective actions reduces the fear of others. Fear leads to a "fight or flight" response, which slows progress and sub-optimizes solutions as each party fights for only what is best for themselves.
- **Respect** for self and others enables the individual to appreciate their efforts, relate effectively to family and community, and motivate others. This respect, which stems from pride, hope, and enthusiasm, frees entrepreneurs from the obstacles of low self-esteem, hopelessness, and anger.
- **Fortitude** keeps a business strong and eventually brings it to harvest. Fortitude, which stems from persistence, realism, and consistency, strengthens the path forward beyond scattered thinking and giving up.
- **Quality** at a high level is crucial to the success of the CMC. The quality expectation level is above good enough and a few notches below perfection.

Diversity, Equity, and Inclusion

The CMC is committed to creating a diverse environment and is an equal opportunity employer. Employment is based on personal capabilities and qualifications. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity, sexual orientation, national origin, genetics, disability, age, marital status, veteran status, or any other protected class as established by applicable law.

ADA Requirements

This position operates in a professional office environment. The physical demands described below represent those that an employee must meet to perform the job's essential functions successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This is largely a sedentary role; however, some filing may be required.
- This role requires the ability to lift files, open filing cabinets, bend or stand as necessary.
- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines.
- This role requires the ability to learn new software applications as necessary.
- Must be able to lift up to 10 pounds.
- Must be able to travel up to 30% of the time.

Disclaimer

This job description generally indicates the nature and levels of work, knowledge, skills, abilities, and other essential functions as covered under the Americans with Disabilities Act expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.