

# Job Posting

## Membership Growth & Engagement Lead

Location: Greater Ottawa area

Commitment: 1 FTE (Full-time), flexible hours

Compensation: Base salary + performance incentive (total compensation range: \$50 K to \$75 K)

OREC is a co-operative with 1,200 Ontario-based members that develops local renewable energy projects in Ontario communities. We pool member investments to develop and build solar, wind, and battery storage projects towards the goal of full sustainability. We pay our profits back to our member investors. And we work with all levels of government for changes that enable more renewable energy and less carbon emissions for Ontario.

**The Opportunity:** OREC is seeking a **Membership Growth & Engagement Lead ('Lead')** to own our member relations program. This role is expected to be an ongoing, long-term part of the OREC team, blending strategy, communications, and community-building.

### Key Responsibilities

The Lead will be responsible for three core areas of the member life cycle:

#### Strategy & Leadership

- Develop and implement an **annual Membership Engagement Plan**.
- Co-lead OREC's regular Membership Committee in cooperation with Board representatives.
- Identify opportunities to enhance value proposition for OREC membership and sense of community among OREC members, based on data-driven member feedback.
- Analyze and benchmark against other renewable energy co-operatives, especially in Europe, for leading practices.
- Be accountable and report directly to a Board representative on the membership plan and its progress.

#### Growth & Engagement

- **Build Community & Advocacy:** Build member trust, loyalty and support through direct and digital engagement and compelling content.

- **Inform Members:** Communicate news to members to ensure they are kept informed of OREC developments, opportunities to engage, and Ontario renewable energy updates.
- **Lead member outreach** through OREC's social media, newsletters, and public events.
- **Promote member participation** in OREC events and motivate participation in OREC investment rounds.
- Develop **programs for member referral and other outreach activities.**
- **Collaborate closely with the Marketing Services Partner** to align internal and external communications. Marketing Services Partner will be responsible for converting our target audiences into engaged visitors and eventual members.

### Member Experience & Operations

- **Respond to Inquiries:** Act as the first point-of-contact for prospect and member inquiries.
- **On-boarding New Members:** Ensure every member receives a welcoming, informative, and positive experience.
- **Manage Member Relations:** Monitor and respond empathetically to membership and investment queries and feedback.
- **Develop Member Opportunities:** Identify and support the delivery of member educational events and tools that empower members to contribute to Ontario's energy transition.
- **Develop and Manage Benefits:** Identify, propose, and manage member benefits. Plan and host events (e.g., site tours, webinars, community sessions, AGM engagement), including contracts, logistics, ordering collateral, and managing registration. Besides events, OREC membership benefits include [OREx Community eXchange](#) and future programs developed by the Lead.
- **Record Management:** Manage membership records and engagement data (Mailchimp, CRM, or shared systems).

In addition to the OREC specific responsibilities, the Membership & Engagement Lead will focus roughly 30% of their time to be OREC's **'Thumbs Up RE' project communications lead.**

Help define and lead OREC's component of a 2-year awareness raising project aiming to increase acceptance of renewable energy and battery storage projects in urban and rural Ottawa in collaboration with [CAFES Ottawa](#).

- Manage community engagement activities, including workshops, events, and outreach to build awareness and trust in renewable energy and battery storage projects.

- Build and maintain relationships with community members, municipal stakeholders, and project partners, acting as a trusted local liaison.
- Support the advancement of renewable energy and storage projects by facilitating dialogue, addressing community concerns, and enabling local acceptance.
- Mobilize community participation in consultations and public processes.
- Coordinate OREC's role within the broader initiative, including tracking activities and reporting on progress and outcomes.
- Following the 2-year project, the Lead's full-time responsibilities will transition to meeting OREC's continuous growth requirements.

## Success Metrics & Ideal Candidate

### Primary Success Measures

- Measurable member engagement and satisfaction.
- Timely response to inquiries.
- Contribute to growth in paid memberships.
- Conversion of OREC members to OREC investors.
- Timely implementation of Thumbs Up project according to agreed success metrics.

### Ideal Candidate Profile

- **Strategic and entrepreneurial mindset**—comfortable owning outcomes.
- **Strong interpersonal and communication skills**; upbeat demeanour, keen to talk with members, polite and patient in handling one-on-one interactions and issues. Confident hosting events and meetings.
- Ability to clearly communicate investment instruments and related financial concepts to a broad member base, including non-expert audiences.
- Experience with **designing and executing diverse member engagement activities**, including events, educational activities, and digital platforms.
- Experience with **membership-based** and **co-operative** organizations.
- Capability in digital tools: **Mailchimp**, **Google Workspace**, **WIX website**, and social media management (**Loomly** or alternative).
- A **driver's license** is beneficial.
- **Fluency** in English is essential and in French is beneficial.

## Place of Work

OREC supports flexible work arrangements that minimize commuting and their associated impact on the environment. The Lead will work remotely, based in the greater Ottawa area, while actively expanding and engaging our membership base province-wide across Ontario. OREC may require the Lead to host or attend OREC events in person across Eastern and occasionally Southern Ontario. Overnight travel approximately 3 times/year. Relevant travel expenses will be approved.

## Proposal / Application Instructions

Interested in joining our team? If so, please submit a cover letter along with your resume.

Application deadline: May 15, 2026

Send to: [recruiting@orec.ca](mailto:recruiting@orec.ca)

Subject Line: Membership Growth & Engagement Lead Application