



Membership Experience Manager

Organization: Turfgrass Producers International (TPI)

Type: Full-time | Exempt | Remote

Travel: Event-Based (TPI Fall Board Meeting + In-Person Conferences)

About TPI

Turfgrass Producers International is the world's largest association for turfgrass sod producers and industry suppliers. TPI advances the natural grass industry through education, field demos, resources, and advocacy that protects member operations and promotes the environmental benefits of natural grass. Signature member media include **Turf News** (print/digital) and the **Industry Harvest** e-newsletter; members also leverage TPI's Membership Directory and the online **Natural Grass Finder** to connect with buyers.

The Opportunity

As TPI's Membership Experience Manager, you'll be the welcoming face and revenue catalyst for a global network of producers, suppliers, academics, and partners. You'll deliver white-glove member service, grow advertising across TPI media, and keep our financials tight and timely—so TPI can keep educating, advocating, and showcasing the best of natural turfgrass.

What You'll Do

Member Success & Growth

- Serve as the primary point of contact for current/prospective members—email, phone, and events—for all things membership, programs, benefits, renewals, and joining TPI.
- Build and execute service playbooks that boost satisfaction and referrals; track touchpoints in the TPI membership database/CRM and Strety platform.
- Own monthly renewals end-to-end: generate notices, manage mailings, and follow through to on-time payment and confirmation.
- Design win-back and non-renewal outreach that maximizes conversions.
- Promote TPI learning and networking opportunities (education, field days, equipment demos) to drive engagement.
- Travel to various trade shows (domestic and international) to build relationships with current and prospective TPI members and advertisers.

Advertising Sales & Member Care

- Be the go-to for supplier members and advertisers across **Turf News, Turf News Online, Industry Harvest**, the Membership Directory, and other TPI publications.
- Build an annual media sales plan; prospect, pitch, and close new/expanded placements; manage calendars/specs/creative deadlines.
- Prepare, distribute, and track advertising invoices; maintain organized campaigns and post-run reporting.

Finance & Operations

- Process and reconcile electronic payments (Stripe, wire transfers, online banking) and accounts receivable for dues and advertising.
- Maintain accurate financials in **QuickBooks Online (QBO)** and clean data in the TPI Membership Database/CRM.
- Send timely statements and professional reminders; manage outstanding balances with tact and follow-through.

Team & Events

- Deliver responsive, professional service consistent with TPI's mission and values.
- Represent TPI at the Fall Board Meeting and in-person conferences; support onsite registration and member/supplier relations.

What You'll Bring

- 3+ years in membership services, association management, customer success, or B2B account management; experience with advertising/media sales a plus.
- Working knowledge of **QBO, Stripe**, and bank portals; strong AR discipline and documentation.
- CRM/AMS fluency; comfort with email marketing and calendar/production workflows.
- Polished communicator (written/verbal), high ownership, organized multitasker, and relationship-builder.
- Data-curious: you like dashboards, renewal cohorts, and pipeline/aging reports.
- Familiarity with the green industry (turf, sod, golf, sports fields, landscape) is a bonus, not a requirement—but passion to learn is essential.

How We'll Measure Success (6–12 Months)

- Membership renewal rate and on-time payment percentage improve year over year.
- Growth in total advertising accounts, average order value, and ad revenue across TPI channels.
- AR days outstanding (DSO) reduced; QBO records and CRM hygiene consistently audit-ready.
- Member and advertiser satisfaction is reflected in testimonials and referral activity.

Work Environment & Travel

- Collaborative, mission-driven team supporting a global industry team with the support of a professional outsourced accounting firm—you'll partner with them on reconciliations and AR best practices. You don't need to be an accountant; familiarity with basic accounting practices and accurate data entry (e.g., QBO) is what matters.
- Event-based travel— ranging from 4 to 8 conferences per year; primarily U.S. travel, with occasional international travel

Time Off & Retirement

Paid Vacation: We believe great work starts with work life balance. Enjoy paid vacation plus paid holidays with the flexibility to make the most of time away from work.

401(k) Match: Build your future with our employer 401(k) match up to 5%.

Transparency on Health Coverage: We do not currently offer employer-sponsored health insurance. To support your well-being, we invest in out-of-pocket health care reimbursements, PTO, a strong retirement match, and a predictable, supportive work environment for our team so you can balance life and work with confidence.

Interested applicants should inquire or apply by emailing Casey Reynolds at creynolds@turfgrassod.org.

Casey Reynolds, PhD
TPI Executive Director
creynolds@turfgrassod.org