



Lifecycle Operations Analyst

How Members experience their journey with PowerOptions - from initial interest through renewal - shapes whether they stay, grow, and trust us as a partner. PowerOptions is seeking a Lifecycle Operations Analyst to support the end-to-end Member journey and serve as the analytical backbone behind our lifecycle management, retention, and reporting efforts. This role is ideal for someone who is energized by complex, multi-product data environments, brings a strong process- and systems-oriented approach, and enjoys team collaboration designed to translate business needs into clear, actionable outcomes.

You will be part of PowerOptions' Member Relations team, which manages onboarding, renewal, and engagement workflows of the organization's public sector and non-profit Members. In addition, you will collaborate with all PowerOptions Functional Team Leads, working to determine the data and processes they need to support their Member-facing work and KPI reporting. Your work will directly influence Member attraction, retention, and growth, and will shape the visibility leadership has into how our Members experience and engage with PowerOptions.

This is a full-time, exempt hybrid position with a requirement to be present in the Boston office one day a week. This position reports to the Director of Member Relations.

About PowerOptions

Founded in 1998, PowerOptions is New England's largest not-for-profit energy-buying consortium. We help nonprofits and public entities cut energy costs, reduce carbon emissions, and navigate an increasingly complex energy landscape. Serving more than 800 Members across Massachusetts, Maine, Rhode Island, and Connecticut, we operate at the intersection of energy markets, public purpose, and operational excellence—acting as a trusted energy advisor.

What You'll Do

Member Journey & Lifecycle Optimization

- Map and measure key touchpoints across the Member lifecycle (nurturing, onboarding, engagement, renewal, win-back, churn) for an 800+ Member base engaged with a portfolio of services, including energy supply, energy management, building decarbonization, compliance, distributed generation, clean transportation, and policy/regulatory support
- Monitor Member enrollment across products and services, identify gaps and overlaps, and recommend strategies to broaden and diversify portfolio opportunities
- Partner with Functional Team Leads to identify friction points and recommend improvements to the Member journey design, particularly where Members interact with multiple offerings at once, improving both efficiency and the overall Member experience.

- Run the Member feedback cycle, including the systems that collect, track, and report on Member feedback, including surveys and Net Promotor Scores
- Support key events in the Member Journey including Member onboarding, dues collection, and renewal processes

Data Management in Salesforce

- Support data integration and hygiene in Salesforce, including Member records, product/service enrollment, Membership status, and lifecycle stage fields across the full energy product suite
- Helps maintain the data model that reflects the relationships between Members, accounts, opportunities, and contracts across the range of offered products and services
- Actively collaborate with our Tech Enablement lead and consultants on data, workflow and automation design and implementation
- Identify and escalate data discrepancies between systems and work with Member Managers, Tech Enablement, and vendor support on resolution
- Support user access, object configuration, and light administration, as needed

Reporting & Analytics

- Build recurring and ad hoc reports and dashboards, primarily in Salesforce, reflecting Member leads, retention, renewal rates, engagement, and lifecycle performance, segmented by departments, products, and Salesforce objects
- Track KPIs across the Member journey (adoption, renewal, churn, cross-product engagement) and flag trends, risks, or opportunities to leadership
- Develop a portfolio-level view that helps leadership understand which products drive retention and which may need attention
- Collaborate with Functional Team Leads across PowerOptions to ensure reporting meets decision-making needs
- Continuously improve reporting infrastructure to reduce manual work and increase self-serve access to insights
- Support organization-wide KPI process by ensuring that data is available, tracked and consistently reported

What Success Looks Like

- By month six: renewal, retention, and engagement reporting is accurate, documented, and available to Functional Team Leads without ad hoc requests
- By month twelve: Member feedback runs on a defined cycle, with results reported to leadership and a clear line from feedback to action
- Ongoing: lifecycle stage and product enrollment data is complete and current across the Member base

What You Bring

- Bachelor's degree in business, data analytics, economics, or a related field; or equivalent practical experience
- 1 to 3 years of experience in a lifecycle, CRM, membership, or marketing operations role, ideally supporting a multi-product or multi-service organization
- Hands-on experience with Salesforce, including building reports and dashboards; and performing administration (Administrator certification is a plus)
- Strong Excel/spreadsheet skills
- Working knowledge of SQL or another query language a plus
- Comfort building dashboards and reports, especially with segmented, multi-dimensional data
- Excellent attention to detail and a systems-thinking mindset—you notice when something doesn't add up across a complex web of Members, accounts, and products
- A collaborative listener who translates team needs into action
- Clear communicator who can translate data into recommendations for non-technical stakeholders
- Comfortable working with AI to identify opportunities to streamline workflows and automate routine work
- Experience developing and analyzing customer experience surveys
- Change management experience and comfort managing complexity is a plus
- Familiarity with the energy sector and/or nonprofit or public-sector environments is a plus

Commitment to Diversity

PowerOptions was founded to serve the needs of under-resourced communities and is a proud women-led nonprofit organization. We are committed to equity and inclusion, both in our work to promote energy justice and growth as an organization and industry leader. We seek to build a diverse team that reflects a wide range of perspectives and provides opportunities for marginalized communities within the energy sector.

PowerOptions is an equal opportunity employer. We hire, train, compensate, and promote without regard to race, religion, gender identity or expression, sexual orientation, disability, age, national origin, genetics, veteran status, or any other characteristic that makes each of us unique.

Salary Range

The salary range for this position is \$60,000 - \$65,000, commensurate with experience. PowerOptions also offers a comprehensive benefits package, including health insurance, retirement contributions, and paid time off.

How to Apply

Join us in making a difference—apply today. Please send a cover letter and current resume, along with a link to your LinkedIn profile, to jobs@poweroptions.org with the subject line "Lifecycle Operations Analyst." Complete applications must include both a resume and cover letter. Applications will be reviewed on a rolling basis until the position is filled.

PowerOptions is unable to sponsor an employment visa at this time.

E-Verify

PowerOptions participates in the federal E-Verify program. For more information, visit www.e-verify.gov.