



Manager of Membership

Reports Vice President, Membership & Marketing

FLSA Exempt - Full Time

City/State Remote

Description **GENERAL DESCRIPTION OF POSITION**

The Manager of Membership will strategically lead, direct, and implement activities and services that provide value to members and promote membership retention and growth. The Manager will understand, articulate, and advocate the needs of our members while enhancing our revenues through membership retention and growth.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Requirements**
- Directly supervise the membership staff. Supervisory responsibilities include interviewing, hiring, and training staff; planning, assigning, and directing work; appraising performance and individual goals; coaching and development of staff; addressing complaints and resolving situations
 - Recommend and manage initiatives to support membership retention, engagement, and recruitment goals
 - Continually research and recommend innovative strategies to increase membership prospect lists (expanding distribution / reach) to achieve goals
 - Provide membership budget recommendations and ongoing monitoring of expenditures
 - Oversee production of routine membership reports, including reports to senior management and the board. Regularly distributes membership dashboards reflecting the overall composition of the membership as well as specific trends in composition
 - Create and maintain a comprehensive membership manual documenting policies, procedures, forms, and staff accountabilities; monitor, analyze and enhance internal procedures on an on-going basis
 - Contribute to the organization as a problem-solver and decision maker
 - Research and recommend adjustments to dues pricing and membership structure as needed, continually monitoring market trends and being responsive to evolving member needs
 - Analyzes member data to assist with the development of customer profiles and personas used for targeted membership communications and outreach
 - Partners with Database Administrator to ensure data integrity processes and procedures are in place; identifies areas where improved system changes or processes are required and recommends changes as needed



- Oversee all aspects of developing, strengthening, and maintaining membership including developing long and short-term membership benchmarks and strategies to achieve goals
- Ensure membership renewal process is timely and professional, evaluating distribution list of expiring members and executing effective reengagement approaches
- Ensure membership onboarding process is effective and appropriately nurtures the new member relationship to promote member satisfaction and increase the likelihood of membership renewal
- Provide regular member notices and communications as needed
- Annually assess member benefits and ensures benefit composition is attractive, beneficial, and relevant
- Collaborates with Marketing team to develop membership collateral including prospective membership brochure, value proposition documents, etc.
- Develops and analyzes membership surveys as needed
- Ensure the membership administrative tasks conducted by the Customer Service Assistant (CSA) are accurately processed in a timely manner
- Identify trends from member inquiries and recommend performance improvement strategies to leadership that would reduce/eliminate the frequency of concerns, or leverage the information for development of services to meet unmet needs
- Collaborates with Chapter Relations and Meeting Management teams to effectively promote membership growth through chapter development and conferences



EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited university with at least 5 years of professional experience in a related role
- Demonstrated experience successfully managing and coaching of membership staff
- Demonstrated experience successfully utilizing data to make informed business decisions with quantifiable results
- Solid presentation skills
- Exceptional time and project management skills
- Program planning, implementation and evaluation experience preferred
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and manage multiple tasks simultaneously
- Demonstrated experience offering innovative approaches to business challenges
- Experience working within an association environment a plus

SOFTWARE SKILLS

- CRM experience (Salesforce / Fonteva Task Ray a plus)
- Email platform experience (Higher Logic a plus)
- Survey experience (Qualtrics a plus)
- Graphic design applications (Canva, InDesign, Photoshop) a plus
- Ability to learn new mass communication platforms and communicate with them effectively
- Proficiency in Microsoft Office 365 suite, including Outlook, Excel, PowerPoint, Word, Teams, etc.

COMMUNICATION AND CRITICAL THINKING SKILLS

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

EXPECTED TRAVEL

15%

EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided based on qualifications, merit and business need.