



Director of Membership

Reports To VP, Sales and Marketing
FLSA Exempt - Full Time
City/State Little Rock, AR or Nashville, TN

Description **GENERAL DESCRIPTION OF POSITION**
The Director of Membership will lead member relations' efforts, including strategizing, planning for, and implementing activities and services that provide value to members and promote membership retention and growth. The Director will understand, articulate, and advocate the needs of our members while enhancing our revenues through retention and business development.

- Requirements** **ESSENTIAL DUTIES AND RESPONSIBILITIES**
- Oversee all aspects of developing, strengthening, and maintaining membership including developing long and short-term membership development benchmarks and budgets; strategically planning for and undertaking marketing activities, including direct mail campaigns; use of social media and website content; leading ACMA's member relations efforts; and ensuring, administering, interpreting, and responding to program evaluation and member satisfaction
 - Ensure the annual renewal process is timely and professional. This process includes: providing regular member notices, evaluating distribution list of expiring members and defining and executing clear follow-up methods
 - Assess all member services/benefits annually and continually enhance those retained to ensure they are attractive, beneficial and relevant
 - Ensure membership database functions optimally and is continually updated
 - Develop and implement strategies for retention of existing members and recruitment and cultivation of new members, including the creation of new member benefits and regular solicitation of member feedback
 - Oversee the work product of the Customer Service Assistant (CSA) to ensure that all administrative processing work and customer inquiries are monitored for effectiveness by developing standards for data entry and scripting for customer service responses as needed
 - Achieve recruitment and retention membership goals
 - Collaborate with Chapter and Meeting Services to effectively promote membership growth through chapter development and conferences
 - Develop and manage annual campaigns and create/implement new ideas for sustainable membership growth
 - Manage budget and execute high ROI recruitment and retention strategies
 - Improve Organizational Membership recruitment and retention strategies
 - Identify potential markets for membership growth and collaborate with Chapter Relations to develop new chapters as needed
 - Maintain awareness of industry trends, standards, advancements and influence change/improvements



- Ensure procedures for processing of membership applications and renewals are efficient
- Manage department resources and direct workflow priorities for staff
- 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
- Work with Marketing to update membership collateral (i.e. flyers, brochures, and/or new member and prospective member packets)
- Identify trends from customer 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

EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited university with at least 2 years of professional experience in a related role
- Demonstrated ability to provide quality customer service and to lead and balance work with our internal and external customers
- 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
- Excellent written and oral communication skills, and positive, can-do attitude

SOFTWARE SKILLS REQUIRED

- Proficiency in Microsoft Office suite, including Excel, PowerPoint, Word and Outlook.
- Intermediate: Contact Management and Database
- Graphic design applications (InDesign, Photoshop) a plus

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%