

## **Job Description**

### **Position: Membership Manager**

#### **Position Summary**

The membership manager oversees all daily membership operations. This includes monitoring membership workflows, ensuring timely responses to member inquiries, and the execution of recruitment and retention campaigns. The position also serves as the subject matter expert on the membership policies and functions in the NAEA database, community platforms, and other applications. The manager will also assist with the development of recruitment, retention, and engagement initiatives, including preparing and analyzing and membership reports and industry data.

#### **Classification**

*Exempt*

#### **Reports to**

Director of Membership and Business Development

#### **Essential Functions**

(Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

#### Membership Operations

- Support of overall membership team including serving as back-up for front-line email and telephone inquiries.
- Work closely with the IT team to support the internal systems, technologies, and procedures of the membership department by managing all aspects of the database as it relates to membership operations and essential functions.
- Oversee the content, tools, and processes that members use across NAEA platforms to make things clearer, improve the user experience, and ensure member-related processes run smoothly and efficiently.
- Undertake special projects as assigned.

#### Membership Acquisition, Retention, and Engagement

- Assist the membership director in planning and overseeing campaigns aimed at acquiring new members and renewing existing memberships.
- Manage member recruitment process, including assessing prospective members, implementing messaging campaigns, and coordinating recruitment contact lists.

- Manage the timely delivery of renewal invoices, member notices, and other retention communications.
- Manage and initiate new member onboarding processes.
- Along with the membership director, lead efforts to recruit and engage members at recruitment events, including managing the NAEA booth and related activities.

#### Membership Data Analysis and Reporting

- Track key membership data such as acquisition and retention rates, member demographics, and engagement levels to identify trends.
- Serve as the primary contact for membership-related inquiries and reporting needs for NAEA staff and committees, as well as exports, mailing and email lists, etc.
- Utilize data insights to guide strategic decision-making processes.

#### **Supervisory Responsibility**

This position does not have any supervisory responsibilities.

#### **Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, and photocopiers.

#### **Physical Demands**

This is largely a sedentary role. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand, walk, use hands to finger, handle or feel, and reach with hands and arms.

#### **Travel**

Travel may be occasionally required.

#### **Minimum Education, Experience or Qualifications**

- At least 3 years related professional experience.
- Excellent customer service and communication skills
- Proficiency working with databases/Association Management Systems (AMS)
- Strong analytical and critical thinking skills
- Proficiency in Microsoft Office 365

#### **Additional Qualifications a plus but not required**

- At least 2 years of experience in membership operations.
- Knowledge of Salesforce and data analysis tools

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job.

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Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

*Employee:* \_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

**Management**

*Director:* \_\_\_\_\_ *Title:* \_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*EVP:* \_\_\_\_\_ *Title:* \_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_