

Job Posting

Job Title: Membership Manager

Dept: Membership

Report to: Chief Executive Officer

Job Category: Full-time

Classification: Exempt

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Summary of Position

The Membership Manager is a result driven management position responsible for membership acquisition and retention initiatives, and for meeting or exceeding membership growth and revenue targets. This role manages and maintains the accuracy and integrity of the membership data within the Association Management System, including reporting, analysis, and overall data management. The position provides oversight for Member Services including contact with members and the fulfillment of membership benefits.

The incumbent must be a reliable and results-driven professional with an ability to solve problems, see the “big picture” and the flexibility to make improvements to business processes as needed. As a membership manager, the incumbent must also demonstrate excellent sales, service, and communication skills as well as a positive, enthusiastic attitude for working with members and staff in a collaborative, service environment.

Major Duties and Responsibilities

Membership Program:

- Develops measurable strategies and tactics to promote ARRL membership. Implements membership campaigns and workflows for acquisition (prospect conversion), retention, and renewal.
- Evaluates effectiveness of membership benefits and services, and engagement initiatives on a regular basis. Recommends and implements changes to improve effectiveness and efficiencies and to enhance the member experience.
- Develops an annual plan including membership forecasts, revenue and expense budgets for the department, and manages to those goals.
- As assigned, serves as a staff liaison to Board-appointed membership activities. Provide information, expertise, and support including preparing agendas, arranging teleconference calls, preparing, and distributing meeting minutes, and producing periodic reports.

Data Management, Reporting & Analysis:

- Develops, promotes, and documents best practices and policies associated with member and prospect management. Maintains accuracy and integrity of data entered and added to the Association Management System and related systems. Trains membership and marketing staff in proper use of systems and reporting.

- Analyzes data and results, and identifies patterns of growth, target markets for recruitment, reasons for non-renewal, and opportunities to improve campaigns and workflows.
- Generates reports to measure results of membership campaigns, and overall membership retention and growth. Monitors monthly progress towards membership and revenue goal and provides reports for senior management.

Collaborative Marketing Efforts:

- Works with the Marketing team to create membership collateral, campaign pieces, and maintain and update membership pages on the ARRL website.
- Within a team environment, the Membership Manager works closely with the Marketing team and other business units to create unique initiatives to promote membership and to elevate the membership experience, contributing to acquisition and retention activities.
- Coordinates with Field Services to develop and support effective field-based membership recruitment activities.
- Manages membership onboarding, renewal and engagement processes, and related communications. Develops and implements strategies for maintaining regular and meaningful contact with members.
- Works with the Marketing team to ensure members and prospective members can join, renew, and service their memberships at events where ARRL is exhibiting.
- Coordinates membership recruiting activities across departments.

Membership Team Support:

- In partnership with the Assistant Member Services Manager, provides oversight for front line member service (inbound and outbound sales calls), including guidance for front desk, phone, and online communication to promote superior customer service. Serves as a primary representative of the Membership Program daily.
- Regularly assesses and improves processes including application processing and routine activities such as billing, renewals, and payments.
- Manages the fulfilment of membership benefits such as online access, subscriptions, premiums, and access to members-only services.

Expectations

- Contributes to creating positive energy in a collaborative team atmosphere, showing excitement and pride in the team's work and being accountable for the results.
- Meets or exceeds membership forecasts and revenue goals.
- Displays excellent organization, team building, and management skills.
- Conducts business in a professional manner both internally and externally.

Knowledge and Skills

Experience

- Five or more years of progressively responsible membership experience at an organization or professional association.
- Experience working with MS Access and association management databases (preferably

Personify).

- Demonstrated record of achievement in developing and retaining membership for a membership association.
- Excellent oral and written communication skills, including ability to interact effectively and cordially with people on the phone and in person and the ability to write succinctly and persuasively.
- A resourceful, adaptable, and emotionally mature individual, with good judgment and the ability to work under pressure and handle competing deadlines.
- Experience supervising support staff and volunteers.
- Excellent customer service skills and ability to develop strong relationships with colleagues and members.
- Strong analytical and innovative problem-solving skills.
- Must be able to work in a team environment and share accountability/reward for achieving broader goal.
- Strong commitment to the mission and goals of ARRL and a understanding of its work.

Education

- A college degree in a non-technical discipline (e.g., BBA, BA, or BFA), or in-depth industry and job specific technical skills acquired through a combination of formal instruction and on-the-job training.

Interpersonal Skills

- Excellent leadership and management skills with the ability to work across multiple departments are essential.
- Outstanding verbal and written communications skills.
- Ability to foster sound relationships, internally and externally, to effectively motivate and influence other with a significant level of diplomacy and trust.

Other Skills:

- Results driven with excellent presentation, and communication skills.
- Upbeat and highly motivated with excellent time management and organization skills.
- Must be able to create and maintain a collaborative atmosphere with all levels of the organization.
- Mandatory Association Management Database experience, preferably with Personify.

Work Environment: Goal and deadline driven office in Newington, CT.
Some travel required.

To apply please submit your resume to Human Resources (hr@arrl.org)