

## **Job Posting**

**Job Title:** Membership Manager

**Dept:** Marketing

**Report to:** Director of Membership, Marketing & Communications

**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 will manage and maintain the accuracy and integrity of the membership data within the Association Management System, including reporting, analysis, and overall data management.

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 Management:**

- Implements best practices in, renewal and upgrading of current members, acquiring new members and prospect conversion. Evaluates effectiveness of current membership program services, benefits, and policies, relating to retention and acquisition of members on a regular basis.
- Develops and implements an annual plan for membership recruitment, retention and engagement. Recommends and implements changes to improve effectiveness and efficiencies and to enhance the member experience.
- Drafts an annual membership budget and forecast for approval.

#### **Data Management, Reporting & Analysis:**

- Develops, promotes, and documents best practices and policies associated with member and prospect management. Maintains accuracy, and integrity of databases. Trains membership and marketing staff in proper use of database and reporting. Analyze data and identify patterns of growth; target markets for recruitment; reasons for non-renewal.
- Generates reports to measure results of membership campaigns, and overall membership retention and growth. Monitors monthly progress towards revenue goal and provides reports for senior management.

**Collaborative Marketing Efforts:**

- Within a team environment, the Membership Manager works closely with the Marketing and Communications team, Field Services and others to implement promotions, partnerships, and communications that elevate the membership experience.
- Coordinates with Field Services to develop and support effective field-based membership recruitment activities. Works with the Marketing & Communications team to create membership collateral, including updates to the Membership pages on the ARRL website and to create unique initiatives and execute effective existing and new membership programs.
- Manage membership onboarding, renewal and engagement processes and communications.

**Membership Team Support:**

- In partnership with the Member Services Manager provides front line member service, including guidance for front desk, phone, and online communication to promote superior customer service. Serves as a primary representative of the Membership program daily, and at all Membership events, including virtual and in-person hamfests and conventions. Regularly assess and improve processes including application processing and routine activities such as billing, renewals, and payments.
- Develop and implement strategies for maintaining regular and meaningful contact with members and the fulfillment of member benefits. Coordinate membership recruiting activities across departments.
- As assigned, serve 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.

**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.
- Meet or exceed membership and other operating goals.
- Display excellent organization, team building and management skills.
- Conduct business in a professional manner both internally and externally.

**Knowledge and Skills****Experience**

- Five or more years of progressively responsible membership experience at a 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.

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