

AMERICAN SOCIETY FOR NUTRITION

Position Description

Position Title	Status	Reports to (Position)	Division	Date	
Member Services Manager	Exempt	Senior Director of Membership, Marketing & Business Development	Publications and Member Services	08/30/2017	
PRIMARY FUNCTION					
<p>Incumbent will create and implement comprehensive and innovative membership campaigns to acquire new, retain current, and reinstate lapsed members. Responsible for five overarching goals: (1) achieve specific revenue goals from membership; (2) grow the overall number of members to a specific target; (3) ensure a positive member experience and high retention rates through the creation and implementation of successful member services programs; (4) work with staff to engage members as active participants in programmatic initiatives, and (5) in collaboration with other staff, identify products and services of value to current and prospective members. Must be self-starting and motivated, excel at managing customer relations and marketing, be proficient with website maintenance and social networking, effectively promote and expand enrollment in ASN's five membership categories, and provide leadership to department by managing operations, implementing and evaluating communications and programs, and ensuring member satisfaction. Must be able to research, plan, develop and coordinate special initiatives with ASN staff and members.</p>					
MAJOR DUTIES AND RESPONSIBILITIES				Rank	% Time
<ul style="list-style-type: none"> - Achieve specific revenue goals from membership <ul style="list-style-type: none"> o Develop and implement marketing plans for retention of current members and growth of new members, and ensure that marketing plans are maintained. o Research and develop strategy for expansion of ASN members in new categories (e.g. allied health, etc.) o Design and execute marketing campaigns to build ASN programs, benefits, and services for members. o Recruit and retain members in support of ASN mission. o Work with Finance department to ensure financial tracking of membership. o Guide continued success of member retention plan, tracking renewal rates and assisting with deliverables. o Oversee membership processing, including renewal billing, new member review, and member onboarding. 				1	25%
<ul style="list-style-type: none"> - Grow overall number of members to a specific target <ul style="list-style-type: none"> o Work with senior staff and membership committee to develop programs and services for members. o Maintain accurate and current member database, ensuring high quality records management and customer service for existing and potential members. o Respond promptly to inquiries from prospective members, current members, and others. o Track membership and maintain accuracy and integrity of membership database. o Conduct member and customer research to support the enhancement and development of programs. o Provide monthly and annual reports on membership activities, trends, and statistics. 				2	25%
<ul style="list-style-type: none"> - Ensure a positive member experience and high retention rates through the creation and implementation of successful member services programs <ul style="list-style-type: none"> o Communicate with members and prospective members so that ASN's brand presence is expanded. o Write membership and sponsorship recruitment materials, appeal letters, brochures, etc. o Serve as project manager for the production of membership materials (e-mail, e-newsletters, brochures, etc.) o Initiate internal communications, including developing newsletter content, email blasts, event announcements, awareness of member benefits, etc. o Review and revise membership procedures. 				3	25%
<ul style="list-style-type: none"> - Work closely with staff to develop members as active participants in programmatic initiatives <ul style="list-style-type: none"> o Coordinate all details of membership meetings and receptions including development of materials, working with other staff to obtain information for dissemination, and ensuring meeting logistics are handled. o Oversee exhibit details for conferences, including development of materials, shipping and receiving of exhibits, ensuring exhibits are in good condition, ordering signage and other materials for booth, etc. o Provide analysis of existing programmatic and membership materials as well as membership retention rates and opportunities for improvement. 				4	15%
<ul style="list-style-type: none"> - Serve as staff liaison to Membership Committee and Student and PostDoc Interest Groups <ul style="list-style-type: none"> o Coordinate preparation of agendas and supporting materials for committee and other related meetings. o Serve as primary database administrator, supporting and optimizing the Society's association management system, web platforms and related connections. o Assist in overseeing department expenses and revenue, and in increasing profit margins. 				5	10%
<p><i>Position may be reassigned and responsibilities may be modified or changed any time to fulfill organization requirements</i></p>					

REPORTING RELATIONSHIPS

Supervision Received:

- General Guidance
- Managerial Direction
- Direct Supervision
- Immediate Supervision

Position Titles of Direct Reports

Membership Services Specialist
 Membership Services Contractor
 Membership Intern(s)

No. in Position

Direct Reports

1
 1
 Variable
 1
 1
 Variable

PRINCIPAL WORKING RELATIONSHIPS

Internal:

Senior Director of Membership, Marketing & Business Development
 Vice President for Publications & Membership
 Communications Manager

External:

Membership fulfillment contractor, and processor(s)
 Graphic design and print partners
 Promotional service providers
 Contracted service providers (i.e., membership services contractor; telemarketing; website/CMS; AMS; database consulting; information technology, social medial and community forum companies)
 Partner organizations (i.e., Association of Nutrition Departments & Programs)

POSITION SCOPE

Area/Item Annual Measure
 See performance plan and appraisals.

POSITION CLASSIFICATION

Fair Labor Standards Act (FLSA) Classification
 Full-time, exempt.

MINIMUM QUALIFICATIONS

Education Level

Bachelor's Degree required, certification preferred

Subject/Major

Marketing; communications; nutrition/dietetics; public health; business; sociology; liberal arts; science

Experience

Minimum six years' experience at an association, non-profit or in the private sector. Ability to create and edit written materials, coordinate production of materials and manage database. Related e-marketing and/ or website management experience. Ability to work with multiple outside vendors for various marketing services. Must be able to function as part of a team and maintain professional and positive demeanor.

Some travel required.

Skills

Level

Customer Service Skills	Expert
Written Communication	Expert
Verbal Communication	Expert
Grammar	Expert
Organizational	Proficient
Interpersonal	Expert
Accuracy and Attention to Detail	Expert
Multi-task	Expert
Ability to Meet Deadlines	Expert
Microsoft Suite	Expert
Databases: ClearVantage	Expert
Adobe Suite	Proficient
Video Production	Satisfactory
Microsoft Access	Satisfactory
Social Media: LinkedIn, YouTube	Proficient
Communities: HigherLogic	Proficient

COMPLETED BY: Name _____ Position _____ Date _____

APPROVED BY: Name _____ Position _____ Date _____