



## Director, Membership Engagement

The **Director of Membership Engagement** is responsible for developing and implementing a plan to drive member retention. This role reports directly to the VP Membership Relations and oversees several volunteers that serve as “Connectors”. The ideal candidate has the ability to lead a team to think strategically as well as coordinate activities to drive results. The ability to approach strangers with sociability and relatability is also key to this role.

### Main Responsibilities for the Director of Membership Value & Engagement:

- Outline and manage new member on-boarding process that includes:
  - Email campaign working with Communications team to produce welcome email to all new members within the first week of joining
  - Plan and hold new member orientation (NMO) at least once per month on the second Wednesday to build genuine connections with the new members, get them to their first event and improve the overall membership experience
- Outline member renewal process and improve the experience, thus driving increase in retention
- Improve membership retention through ongoing communications (in coordination with Communications committee), developing materials and campaigns to promote member value
- Develop and manage ongoing “Connector” program as a way of professionally engaging existing and new members at events, listening for insights that affect the perception of membership value and relaying it back to Membership and Communications teams
- Keep track of existing members and newer members from event attendance, New Member Orientation and come up with a system to understand what members are getting out of AMA Chicago
  - Gain assistance from Salesforce.com as well as Marketing Insight Committee
- Work with Marketing Insight team to implement annual member survey and interpret results to improve member value offering
- Work closely with other Membership Directors to insure coordinated efforts that drive member value and engagement, to achieve membership objectives
- Assume responsibilities common to all officers and directors of the board

### Top Three Requirements for the Director of Membership Engagement:

- Overall marketing experience with a focus on campaign management or business development
- Strong leadership and communication skills
- Ability to work cross-functionally – coordinating initiatives across the AMA Chicago Board and with other membership sub-committees

### Time Commitment:

- 2-5 hours a week
- Attend monthly committee meetings
- Attend monthly board meetings and some events