



Position Title: **Manager, Membership Accounts**

Supervisor: **Senior Director, Membership and Engagement**

Department: **Membership**

Position Summary:

If you enjoy engaging members to see their value in their membership, this position is for you. We are looking for a team member who builds relationships with members, thinks creatively about engagement strategies that will excite our members, and has an enthusiasm when members renew their membership. As a member account manager, you'll have a primary set of accounts that you'll work to engage in their benefits throughout the year.

This position drives membership engagement and growth throughout all phases of the member lifecycle, including application research/approval; welcoming and orientation; and ongoing engagement and renewal. This position focuses on nurturing member relationships, with primary goals of retaining members and growing those opportunities.

You'll be part of a large membership team and an integral part of the team in driving our membership renewal rate and growing the association.

Qualifications/Requirements (Skills, Experience, Education, Training, Etc.):

- At least three-five years of experience working in a non-profit, membership association, or like entity.
- Experience in account management, sales, customer service, or working closely with members/clients
- Strong oral and written communication skills, and excitement to hold virtual zoom meetings and phone calls with new members.
- Ability to build rapport with existing members at all levels of the organization
- Ability to prioritize multiple tasks, develop processes, and meet deadlines.
- Hands-on experience with current practices for engaging both new and existing members, and a strong desire to use new methods to engage members
- A strong sense of customer service and willingness to provide best in class service
- Proficiency in Microsoft Office and Salesforce preferred.
- Occasional travel required. (1-2 times per year)

Principal Duties

- Works with key staff to design and execute new member program to include orientations and other activities that increase engagement
- Manages accounts to increase engagement and non-dues revenue.
- Telephones members to encourage membership renewal. Generates membership renewals and increases the member retention rate.
- Develops profiles of accounts and performs strategic outreach to help members maximize their membership.
- Increases outreach across companies, adding key membership contacts from across member companies. Engage these contacts about ASA benefits in their areas of expertise.
- Connects with members to articulate membership benefits, engage them further with the association, and strategizes to increase our membership growth.
- Fields calls daily from members regarding services, membership renewal, passwords, etc.
- Work with engagement team to support programs as needed.



- Provides clear, data-driven updates that analyze success of engagement efforts. Helps assess how to improve continuously by figuring out what works, and what does not.
- Reviews applications and handles any concerns about membership eligibility through research and outreach.