



## POSITION DESCRIPTION

**Position Title:** Member Engagement Manager

**Reports To:** Director, Membership

The Member Engagement Manager assists in achieving the organization's goals related to membership engagement, onboarding, recruitment and retention, volunteer recruitment, and engagement. The ideal candidate will understand how increased engagement is key to member retention and will develop goals and action plans to achieve increased activity and participation on an ongoing basis. The Member Engagement Manager will be the primary contact to ASPEN's Sections and Chapters, assisting with growing and strengthening these vital components.

### Key responsibilities:

- Work with the Director, Membership to develop and implement the annual plan for membership recruitment, retention and engagement, a review of benefits, potential new markets, and marketing.
- Develop, manage, and initiate new member and new contact on-boarding processes as well as the overall member engagement plan.
- In conjunction with the Marketing team, manage a comprehensive marketing program for member engagement, recruitment and retention, inclusive of direct mail campaigns; brochures; website content and development.
- Serve as the staff liaison to Sections and Chapters, and the coordinating committee or work group. As liaison, provide information and assistance on ASPEN initiatives such as event development and promotion, financial management, annual reporting requirements and more.
- Facilitate usage of and engagement with ASPEN's online community platform, Member Connect (powered by Breezio).
- Support the Director in planning, promoting, and implementing ASPEN's recognition programs (awards, volunteer appreciation, member appreciation).
- In collaboration with the component leaders, establish short- and long-term goals for Sections and Chapters, and provide support to assist the leadership in achieving their goals.
- Coordinate all Section- and Chapter-related activities and the Buddy Program at ASPEN Nutrition Science & Practice Conference.
- Represent ASPEN at industry related conferences and meetings, and Chapter events.
- Keep abreast of, and test, trends and innovations and best practices in membership strategies and introduce creative ways to attract and engage members with very different needs.
- Occasional evening and weekends required.
- Perform other duties as assigned.

### Qualifications:

- 3-5 years of membership and component experience, preferably at a medical association.
- Bachelor's degree, or equivalent combination of education and experience.
- Strong project management and analytical skills.
- Experience working with databases, management information systems, and web-based and mobile technology.
- Proficiency using Microsoft Office Suite programs.
- Excellent communication and comprehension skills, both written and oral.

- Superb organizational skills and attention to detail.
- Ability to think quickly, effectively, and creatively to solve problems, handle multiple projects, determine priorities, and meet deadlines.
- Ability to work independently and collaborate effectively as part of a team.

ASPEN has a culture that supports work/life balance and has a generous benefit package including health benefits, flex time, and telework opportunities.

To apply, please email cover letter with salary requirement and resume to [jobs@nutritioncare.org](mailto:jobs@nutritioncare.org).