

POSITION DESCRIPTION

Position Title: Manager, Member Engagement

Reports To: Director, Membership

The Manager, Member Engagement assists in achieving the organization's goals related to membership engagement, onboarding, and recruitment and retention, including member volunteers. 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 Manager, Member Engagement will be the primary contact to ASPEN's Sections, growing and strengthening these vital member component groups.

Key responsibilities:

- Develop, manage, and initiate new member on-boarding processes as well as the overall member engagement plan.
- Work with the Director, Membership to regularly review benefits, potential new markets, and marketing.
- In conjunction with the Marketing team, develop and manage a comprehensive marketing program for member engagement, inclusive of direct mail campaigns, brochures, and website content.
- Serve as the staff liaison to ASPEN Sections. As liaison, provide information and assistance on initiatives, such as event development and promotion, annual reporting requirements, short- and long-term goal development, and provide support to assist the leadership in achieving their goals.
- Facilitate usage of and engagement with ASPEN's online community platform, Member Connect (powered by Breezio) as well as the engagement platform (powered by PropFuel).
- Manage the annual Awards program, including planning, promoting, and coordinating applications and judging.
- Support the Director in planning, promoting, and implementing ASPEN's volunteer and member appreciation plans.
- Coordinate all Section-related activities and the Buddy Program at the annual ASPEN Nutrition Science & Practice Conference.
- Represent ASPEN at industry-related conferences and meetings, and Chapter events.
- Keep abreast of and test trends, innovations, and best practices in membership strategies and introduce creative ways to attract and engage members with different needs.
- Write, coordinate, and distribute the monthly member and Section Leader e-newsletters.
- Serve as backup for Chapter-focused programs and Membership Committee.
- Occasional travel and/or evening and weekend work required.

Qualifications:

- 3-5 years membership and component experience, preferably at a medical association
- Bachelor's degree, or equivalent combination of education and experience preferred
- Strong project management and analytical skills
- Experience working with databases, management information systems, and web-based technology
- Proficiency using Microsoft Office Suite programs, including Excel and PowerPoint
- 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
- Capacity to work independently and collaborate effectively as part of a team

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

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

ASPEN is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

To apply, please email cover letter with salary requirement and resume to jobs@nutritioncare.org.