POSITION DESCRIPTION

Title: Member Engagement Manager

Reports To: Chief Operating Officer
FLSA Status: Non-Exempt

I. Summary: The Member Engagement Manager (MEM) leads initiatives to provide a more active, engaging, and welcoming membership experience that delivers maximum value for their investment. Develops, promotes, and executes the Association’s initiatives to educate current and potential members on the value proposition, and connect them to the organization’s array of programs, products, and services on an ongoing basis. Engages in a variety of duties and responsibilities to ‘touch’ members where they are – in-person, on-line, industry events, etc. – to identify and address business concerns and needs for which the Association may offer resources. Provides a superior customer service experience and serves as the member advocate. 35-50% of the MEM’s time will be spent in the field.

II. Essential Duties and Responsibilities: These essential duties and responsibilities are not intended to be and should not be construed, as an all-inclusive list of all responsibilities, skills, or working conditions associated with this position. While it is intended to be an accurate reflection of the job requirements, management reserves the right to modify, add, or remove duties and to assign other duties as necessary.

Via telephone, email, chat, social media, text, video, and in-person interaction (and other available communications tools) provide outstanding customer/member service:

- Answers telephone calls, greets visitors, and manages routine member concerns/questions, or directs inquiries to appropriate department/company.
- Prepares and sends information in response to members’ inquiries.
- Identifies, clarifies, and resolves member problems, issues, and concerns.
- Stays abreast of association and industry trends to develop, propose, and champion the appropriate response.
- Works in close coordination with the Communications Manager to communicate and deliver information about products, programs, services, and policies.
- Coordinates with appropriate staff to design and implement advertising and sponsorship program for website.
- Actively seeks opportunities and participates in brokerage office visits, sales meetings, events, etc. to promote the NEXUS brand and value proposition on a regularly scheduled basis.
- Develops and works with other team members to implement creative membership retention and recruitment strategies.
• Conducts member feedback/focus group sessions to assess feasibility of proposed programs, products, services, and policies as needed.

• Performs member outreach/check-in calls and other outbound calls when necessary and/or requested.

• Delivers new member orientation program.
  o Online and in-person as requested
  o Drip campaign

• Serves as staff SME for all member engagement priorities and initiatives.

• Manages quarterly awards program (not event management)
  o Determine eligibility according to established requirements
  o Approve applications and enter information into database.
  o Print & organize certificates and awards recipient lists.

• Tracks, compiles, and reports appropriate member engagement metrics to determine success and identify opportunities

• Be aware of and understands all Association policies and procedures.

• Serves as staff liaison for committees as assigned.

• Performs other related duties as assigned.

III. **Background Requirements/Other Characteristics of the Position:**

• Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail and within deadlines.

• Proficient in Microsoft Office (Outlook, Word, Excel, and Power Point)

• Experience with day-to-day use of smart phone, tablet, electronic calendar, voice mail and other existing and emerging technologies to assist with effective and efficient operations.

• Excellent oral and written communication skills.

• Polished public speaking and presentation skills.

• Exhibits good judgment, professionalism, and a positive attitude.

• Strong interpersonal skills and the ability to build relationships with stakeholders, including staff, board and Association members, external partners and volunteers.

• Bachelor’s degree (B. A.) from four-year college or university; or two to five years related experience and/or training; or equivalent combination of education and experience.

IV. **Supervisory Responsibilities:** This position has no supervisory responsibilities.