



Job Description for:

Membership Leader

Business Unit: Membership & Global Affairs

Job Classification: Regular Full-Time, Exempt

Summary

The Membership Leader is responsible for overseeing retention and recruitment programs. Reporting and working closely with the Senior Director, Membership & Global Affairs, this role oversees the renewal cycle and acquisition campaigns. Specifically, this position is responsible for developing strategies and implementing outreaches to increase membership numbers, meet/exceed revenue goals, and oversee customer service experience. This position requires a blend of strategic thinking, excellent communication skills, and the ability to analyze data to drive improvements.

This is a hybrid role, in-person in Alexandria, VA, three days per week.

Key Responsibilities

- Plan and execute annual renewal campaign
- Working with the Global Team, develop and launch campaigns to grow international membership
- Leverage data/metrics to retain and grow new membership
- Streamline the retention process to test out new strategies, increase automation, and focus on areas to improve segmented retention
- Manage member services function to ensure timelines and consistency

Specific Duties

Member Acquisition & Retention

- Develop and manage all retention campaigns; suggest enhancements to existing campaigns as well as new approaches to test
- Manage annual outreach to convert residents to first-year members
- Act as liaison to the Membership & Credentials Committee
- Develop and launch new member acquisition campaigns including leveraging Global Grand Round participants, Annual Meeting attendees, and win backs to increase international members
- Work with Senior Director to set annual membership goals
- Provide monthly insight into membership revenue and tracking to annual goals

Member Relations

- Manage the member services staff
- Develop processes to track incoming emails and calls
- Ensure appropriate turnaround time and positive member experience
- Lead efforts to streamline renewal billing to large practices
- Ensure member records are accurate and up-to-date

Metrics and Reporting

- Track and report response rates and success measures for acquisition and retention campaigns

- Work with Communications Team to improve email ROI metrics
- Review accuracy of the database
- Suggest and launch outreaches to update existing member records

Required Qualifications

- Bachelor's degree in a related field and 8+ years of relevant experience in a non-profit member-based organization (relevant experience may be substituted for a degree)
- Demonstrated track record of growing membership through renewals and acquisitions
- Demonstrated problem solving skills with stakeholders with the ability to anticipate needs, determine priorities, and meet deadlines
- Exceptional organizational skills and attention to detail
- Experience with member/customer database (iMIS preferred)
- Strong interpersonal skills and commitment to a high level of customer service
- Demonstrated verbal and written communications skills to interact effectively with members and customers outside the organization
- Ability to manage multiple projects simultaneously, prioritize tasks, and meet competing deadlines
- Proven ability to work effectively both independently and within a collaborative team environment
- Ability to travel to the AAO-HNSF annual meeting to manage the membership booth and international booth

Working Conditions

This is a hybrid role, in-office Monday, Tuesday, and Wednesday, and remote on Thursday and Friday.

Benefits

We are proud to offer an excellent benefits package to eligible employees, including:

- Medical, dental, and vision insurance
- 9% contribution from the organization to your 403b plan after your first year of service
- 5 weeks of paid time off (PTO) and 11 paid holidays
- Paid parental leave
- Parking/public transportation allowance
- Organization-paid life, long- and short-term disability insurance
- Medical and dependent care flexible spending accounts
- Pre-paid legal services
- Pet insurance
- Workplace flexibility, including a hybrid work environment
- Professional development opportunities and tuition/certification reimbursement

To apply, submit your cover letter and resume to employment@entnet.org.

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