

arts schools network

ASN MEMBERSHIP MANAGER JOB DESCRIPTION

Job Description

Arts Schools Network is seeking a (part-time/independent contractor) Membership Manager to act as the liaison between our organization and our members. The Membership Manager will be responsible for all aspects of membership, from serving as the first point of contact for membership related questions to assisting at events to recruit new members, revising outdated systems and developing new opportunities. This is an exciting new role that provides the opportunity for an individual to be creative, exercise influence and assist in moving the organization forward in a collaborative partnership with the Managing Director and Board of Directors through our strategic plan.

A successful Membership Manager will increase membership numbers, ensure member satisfaction and renewals. Ultimately, an excellent Membership Manager should be an outstanding communicator with a talent for building strong relationships between members and the organization.

Membership Manager Responsibilities:

- Serve as main contact person for all member inquiries.
- Develop and implement strategies to recruit new members.
- Create a K-16 repository of arts schools both in the US and Internationally.
- Develop and execute successful strategies to recruit and orient new members and ensure member renewals.
- Assist in increasing the value of the member experience by enhancing programs and offerings to engage, cultivate, and sustain member participation.
- Manage membership application process, including determining member category and allocation of membership fees following ASN guidelines.
- Maintain and update membership database to ensure accuracy and completeness of member information (ongoing).
- Work with the Managing Director and Membership Committee to reassess and rebuild the membership fees structure with aligned benefits.
- Conduct an evaluation of all current member “benefits” and their sustainability, including, but not limited to: Reviewing and updating the Exemplary Schools application process: “how to apply” guidelines, value, and the benefits of an Exemplary School distinction.
- Work with Managing Director and Membership Committee to develop regional opportunities and the plausibility to connect the membership year-round by providing regional ASN opportunities.
- Assist with member communication activities that drive attendance at ASN events and increase use of online resources.
- Establish a national presence at other national conferences where ASN will have a staffed booth to share membership information and benefits to recruit member schools.
- Manage market research and survey efforts to better understand market size, awareness of ASN, and prospective member needs.
- Experiment with providing opportunities for prospects to sample ASN through the annual conference or new regional events.
- Assist in the creation of membership marketing materials.
- Assist in the organization of events and activities for existing and prospective members.
- Collect, analyze, and report member feedback on ASN programs and events.
- Collect data, track membership statistics, and prepare reports.
- Coordinate with Managing Director to track quarterly membership revenue.
- Other duties as assigned.

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Requirements:

- Previous experience in member management, sales, or recruitment are helpful.
- Ability to think strategically, anticipating future developments and planning accordingly; proactively identify issues and generate recommendations.
- Demonstrated writing and editing skills; effective verbal communication skills.
- Takes initiative, demonstrates creativity, personable and has a high level of professionalism.
- Ability to think creatively and take initiative.
- Excellent time management prioritization skills.
- Comfort working independently; proactively collaborate with ASN Managing Director, and ASN Membership Committee via phone and video conferencing.
- Ability to work independently and remotely.

Experience:

- Bachelor's degree required.
- Demonstrated ability to manage and maintain data with accuracy and thoroughness.
- Direct experience working in membership services for an association is highly preferred.
- Background in or passion for K-16 arts education.
- Familiarity with business applications for social media.
- Excellent computer knowledge; proficiency in MS Office Suite (Word, Excel, PowerPoint, Access) and Google Apps required. Experience with Adobe Creative Suite and basic CSS/HTML a plus.

How to Apply:

Interested candidates should submit their resume/cv and cover letter to Melissa Brookes at mbrookes@artsschoolsnetwork.org by February 21, 2020.