

# American Radio Relay League Inc.

## Job Description

**Position:** Membership Manager

**Reports To:** CEO

**Classification:** Exempt

**Supervises Direct:** 1

**Supervises Indirect:** 6

Starting Salary \$87,500 annually

### **Job Summary:**

The Membership Manager is responsible for leading efforts related to ARRL membership growth, engagement, and retention. This role serves as the primary point of contact for ARRL's membership database, Personify, and collaborates cross-functionally to support the organization's membership goals.

### **Essential Functions & Responsibilities**

#### *Membership Marketing & Membership Engagement:*

- Develop and execute strategies to support membership acquisition, engagement, retention, and growth.
- Develop and implement multi-channel marketing campaigns, including direct mail, email, telemarketing, and in person engagement.
- Analyze membership trends, identify target demographics, and determine reasons for non-renewals.
- Prepare membership reports and analysis of membership trends, including daily tracking, monthly reporting, and campaign-specific analysis.
- Coordinate with staff, elected officials and field volunteer leaders to develop and support field-based recruitment initiatives, programs and services.
- Collaborate with internal teams to produce marketing materials that promote membership and ARRL benefits for publications, websites, and promotional outreach.
- Support existing and explore new affinity programs that offer discounted or group benefits for a variety of services and/or supplies.
- Develop and implement strategies to enhance meaningful member contact and ensure delivery of membership benefits.

#### *Cross Departmental Coordination:*

- In coordination with Member Services leadership, identify effective uses of technology and streamline procedures for routine activities such as membership and subscription billing, prospective member outreach, and processing new member applications, renewal and payments.

- Ensure high membership data integrity in collaboration with the Information Systems, Development, and Sales/Marketing teams.
  - Work with all levels of staff to develop comprehensive marketing and engagement plans including budgeting, forecasting, reporting and analysis.
  - Foster cross-departmental collaboration on all membership related initiatives.
  - Perform additional duties as assigned.
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### **Performance Metrics**

- Contribute to creating positive energy and fostering a team atmosphere and showing excitement and pride in the team's work.
  - Demonstrates a positive and effective, collaborative attitude.
  - Achieves established membership and operational goals.
  - Maintains a high standard of professionalism in all internal and external interactions. Lead by example.
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### **Knowledge & Skills**

#### **Experience:**

Minimum 5 years of experience in membership management, customer service, or association management with at least 2-3 years in a supervisory role.

#### **Education:**

Bachelor's degree in related field or equivalent industry experience.

#### **Interpersonal Skills:**

Strong interpersonal and communication skills; ability to influence, motivate, and collaborate with a diverse range of stakeholders.

#### **Other Skills & Qualifications:**

- Through understanding of association management with expertise in membership strategy, direct marketing, and customer relationship management.
- Proficient in data analysis, reporting, and database management (Personify preferred).
- Membership database expertise; hands-on experience with membership reports and proficiency in Microsoft Office software with superior ACCESS and EXCEL skills. Familiarity with Customer Relations Management software a plus.
- Strong oral (including public speaking) and written communication skills and commitment to exemplary customer service.

- Self-starter who is creative, energetic, articulate and collaborative.
  - Amateur radio background/experience is highly desirable.
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### **Physical Requirements**

- Ability to sit or stand for extended periods.
  - Prolonged use of computer systems and office equipment.
  - Must be able to lift or move items up to 25 lbs.
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### **Work Environment**

- Office-based position in Newington, CT.
- Fast paced, deadline-driven environment.
- Occasional travel is required.