Member Relations Specialist

Responsibilities
The Member Relations Specialist works with the Senior Director, Membership Experience to meet membership engagement and retention goals, consistent with AGB's strategic plan and financial well-being. Key responsibilities include: outreach to members, management of and reporting on retention projects, and assisting with fulfillment processing and other membership engagement activities.

Duties
- Develops and implements strategies to increase awareness of the membership value proposition.
- Conducts onboarding videocalls with new member presidents/CEOs, board chairs and board professionals.
- Provides support and membership outreach for the membership renewal process, which includes producing and distributing renewal notices, scheduling electronic mailings, and contacting members via email and phone for renewal. Cross-sells and up-sells related AGB products and services and recommend free services and resources.
- Provides insights and supports effective and efficient membership-retention campaigns in collaboration with other AGB staff members, including those in strategic communications and marketing, programs and events, content strategy and development, consulting, and other departments.
- Serves as the membership experience team liaison with AGB departments to deepen understanding of member’s needs and current issues facing higher education governance.
- Reviews analytics to determine effectiveness of membership retention campaigns. Generates reports to measure results of membership campaigns, and overall membership retention and growth. Monitors progress towards revenue goal and provides reports for senior management.
- Provides administrative support to the Senior Director for membership outreach initiatives including but not limited to Membership Ambassadors Program, Peer-to-Peer Roundtables, and the BP Certificate Program.
- Handles data management, including the collection and organization of member information, prospective members, membership renewal invoicing and new member processing.
- Runs membership queries and reports - pulls and evaluates monthly membership reports and analyzes trends in data.
- Serves as the co-lead administrative support for the membership acquisition process.
- Collaborates with association marketing staff and keeps the membership pages on the website fresh and updated – look for ways to improve the user experience.
- Assume other duties, as assigned.

Qualifications
- Undergraduate degree or minimum of five years of relevant work experience in a membership role required.
• Previous association membership experience, preferably with a higher education or trade association, or corporate-based membership.
• Experience with data management, member communications, sales, development, and retention programs.
• Knowledge of/interest in higher education sector preferred.
• Prior experience with a membership management system (AMS) such as Impexium is desirable.
• Strong attention to detail and accuracy of information, including the ability to organize and analyze large amounts of data.
• Excellent customer-service ethic and responsiveness.
• Ability to work collaboratively in formal teams and informal working groups, as well as independently.
• Excellent organizational skills. Must be detail-oriented and strong multi-tasking ability, often with tight and/or changing deadlines.
• Strong written and oral communication skills and able to present information persuasively to different audiences.
• Proficient in all Microsoft Office applications.
• Availability for limited travel, as needed.

This position description may not cover a full list of duties or responsibilities that may be required of the incumbent in this role. Duties, responsibilities, and activities may change at any time with or without notice.

AGB is an equal opportunity employer and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

AGB offers a competitive salary along with great benefits that include medical and dental insurance, generous retirement plan and paid time off, as well as telework options.

To apply:
Email the following to employment@agb.org
1. cover letter describing experience relative to the position, include your salary requirements
2. Resume
3. Names and contact information of two professional references

No phone calls, please.