

Come Put Your Strengths to Work at AGB

MEMBERSHIP EXPANSION SPECIALIST

The Association of Governing Boards of Universities and Colleges (AGB) has a career opportunity for a Membership Expansion Specialist to identify opportunities to expand member engagement and retention within and across AGB.

The Scope

The Membership Expansion Specialist works with the Senior Director, Membership Experience to identify opportunities to expand member engagement and retention within and across AGB. The incumbent will facilitate and contribute to the accomplishment of expansion, engagement, and retention goals by gaining insights about our members using predictive analytic tools and by curating and managing member and industry data. With a future-focused job scope, the membership expansion specialist will inform, support, and champion programs, products, and services that propel engagement and enhance member experiences.

The Duties

- Cultivates relationships with member governance leaders to increase visibility and engagement with AGB's member-exclusive benefits and resources, including consulting and search services.
- Serves as the membership experience team liaison with AGB consulting department to deepen understanding of members' needs and current issues facing higher education governance.
- Provides support 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 recommended complimentary services and resources that align with members' board governance priorities.
- Provides insights and supports effective and efficient membership-acquisition and 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.
- Leverages insights and knowledge about members to support special membership promotions and direct mail campaigns. Ensures membership leads and documents follow-up activities.
- Conducts onboarding video calls with new member presidents/CEOs, board chairs, and board professionals.
- Provides support to augment the Senior Director's membership engagement initiatives, including, but not limited to, the Membership Ambassadors Program, Peer-to-Peer

Roundtables, the Board Professionals Certificate Program, and the board self-assessment tool.

- Coordinates data management processes and approaches, including collecting and organizing member information, prospective members, membership renewal invoicing, and new member processing.
- Provides administrative support for the membership acquisition process.

The Requirements

- An undergraduate degree and a minimum of five (5) years of relevant work experience in a membership role are required.
- Previous association membership experience, preferably with a higher education, trade association, or corporate-based membership structure.
- Experience with data management, member communications, sales, development, and retention programs.
- Prior experience with an association management system (AMS) required. Experience with Impexium is preferred.
- Strong written and oral communication skills, with the ability to present information persuasively to different audiences.
- Strong attention to detail and accuracy of the information, including the ability to organize and analyze large amounts of data.
- Excellent organizational skills. Must be detail-oriented with strong multi-tasking ability, often with aggressive deadlines.
- Knowledge of and interest in the higher education sector is highly preferred.
- Superior service acumen, with behavior and performance that is responsive and ethical.
- Ability to work collaboratively in formal teams and informal working groups, as well as independently in a hybrid (virtual and in-person) environment.
- Intermediate to expert proficiency in Microsoft Office Suite tools (i.e., Word, Excel, and PowerPoint).
- Ability to support and emulate values of diversity, equity, inclusion, and belonging in the workplace.
- Availability for limited travel, as needed.

The Organization

The Association of Governing Boards of Universities and Colleges (AGB) is the premier organization focused on empowering college, university, and foundation boards to govern with knowledge and confidence.

Governing boards in higher education must focus now more than ever on strategic leadership of their institutions and foundations to ensure institutional vitality and student success. It is critical that they reinforce the value of higher education, innovate through the effective use of technology, and serve the needs of a shifting demographic. AGB provides leadership and

counsel to member boards, chief executives, organizational staff, policymakers, and other key industry leaders to help them navigate the changing education landscape.

For immediate consideration, please send your cover letter and resume to:

Larry L. Robertson

VP, Culture and Talent Management

Employment@AGB.org