

## MEMBERSHIP & ENGAGEMENT COORDINATOR JOB DESCRIPTION

### AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

#### Job Description

Job Title: MEMBERSHIP & ENGAGEMENT COORDINATOR

Reports To: EXECUTIVE DIRECTOR

Salary Range: \$35,000 - \$39,000

**JOB GOAL:** Manage and maintain all membership functions. Responsible for membership recruitment, retention, reporting and communications. Duties will include maintaining member records in a database, tracking membership, answering membership questions, and planning and implementing member engagement strategies. In addition, you will work closely with the state affiliate leaders to identify opportunities to enhance engagement of current and prospective members. The successful candidate should be an organized and intuitive self-starter with exceptional marketing, communication and relationship skills with an interest in entrepreneurship and innovation.

**ESSENTIAL REQUIREMENTS:** To perform this job successfully an individual must be able to execute each requirement satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability needed for the position.

1. Bachelor's Degree with emphasis in marketing or communication.
2. Two+ years association experience (member engagement, sales or recruitment related roles)
3. Advanced knowledge of Microsoft Office programs and marketing programs, including but not limited to, Constant Contact, Canva, Adobe InDesign, Illustrator and Premier Pro highly preferred.
4. Advanced knowledge of social media for marketing and communications.
5. Strong organizational and communication skills required.
6. Customer service experience preferred.
7. High attention to detail and accuracy.
8. Ability to handle multiple tasks at one time and work independently.
9. Strong written, verbal and interpersonal skills.
10. Perform such other tasks (which may require knowledge of other job descriptions) as may seem appropriate to the Executive Director.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES:

##### Membership:

1. Facilitate, implement, improve and "own" the membership recruitment and engagement process. Follow-up and engage prospective members to ensure necessary paperwork is completed.
2. Works collaboratively with the Executive Director to develop and execute a proactive membership strategy to engage current and prospective members, meeting the association's membership directives and goals.
3. Serves as the primary entry point for AASPA members and membership prospects, handling all incoming calls, emails and member inquiries. This includes the administration of the association Chatbot.
4. Maintains all data within the AASPA database and online member directory, runs reports and analytics to help drive outreach to current and prospective members.

5. Manages new member onboarding program, including orientation and year-round engagement throughout the first year of membership and participates in member and prospect outreach and retention calls.
6. Support the creation of periodic member experience surveys and help implement any actionable feedback.
7. Provide regular membership reports for staff, committees and the Executive Board; ensures integrity of membership data, metrics and trends.
8. Assists the Membership Committee in the development and implementation of marketing programs and materials to effectively recruit/retain members and prospects.
9. Responsible for providing exceptional customer service to AASPA members and prospects.

#### Affiliate Engagement:

1. Creates, facilitates and organizes affiliate training and programming focused on leadership development and affiliate operations.
2. Identifies tools and resources for successful affiliate operations and provides best practices.
3. Facilitates networking and idea sharing among affiliate leaders to increase opportunities for connection.
4. Monitors affiliate operations, governance, and activities. Ensures compliance with national AASPA.
5. Establishes key measurements to track affiliate performance and measure progress.
6. Maintains Affiliate leadership database.

#### Marketing:

1. Directs planning and implementation of communications and marketing and works with other staff to plan and promote membership through direct mail, electronic marketing Website, e-mail and other formats.
2. Establishes key metrics for membership and marketing campaigns, ensuring outreach and retention efforts resonate with members and prospects.
3. Responsibilities include understanding and utilizing print and electronic mediums to provide effective communication to members and promote the organization in a cost-effective manner.
4. Manages AASPA's Web site for Member Benefits as well as Blogs and Specialty Pages
5. Creates and manages AASPA social media network, including, but not limited to, Facebook, Twitter and LinkedIn.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Physical requirements may include:

- a. Low degree of physical stamina and a light degree of physical strength.
- b. Ability to use computer, telephone, and other office equipment for extended periods of time.
- c. Ability to travel as needed for association events.

**TERMS OF EMPLOYMENT:** This is not a virtual or remote position. Candidate must be willing to work in an office. AASPA maintains an office in Overland Park, KS open from 8:00 am to 4:30 pm, Monday-Friday.

Please send cover letter and resume to Kelly Coash-Johnson, Executive Director [Kelly@aaspa.org](mailto:Kelly@aaspa.org) by June 18, 2021