

Member Engagement Manager

LeadingAge Massachusetts, a not-for-profit statewide trade association exclusively representing not-for-profit providers of aging services in Massachusetts is seeking a Member Engagement Manager to join our small but fun and passionate Newton- based team.

The Member Engagement Manager is a full-time position with overall responsibility for development and enhancement of member relations and engagement as well as recruitment of new members. The Member Engagement Manager will have a comprehensive understanding of the Association's programs and benefits (both state and national), as well as issues facing our members, and will be charged with communicating our Value Proposition in order to increase member engagement and grow the membership overall.

Specific areas of responsibility include:

Member Relations and Engagement

- Conduct member outreach through:
 - Member visits – to gain an understanding of who are members are, develop strong relationships with staff, understand specific challenges and help to communicate association programs/benefits
 - Oversee process of member outreach calls conducted by the Board of Trustees.
 - Overseeing a biannual (every other year) membership satisfaction survey
- Working with Education and Events Manager to help develop education topics in response to member needs for programs including networking breakfasts.
- Working with other staff to help plan and facilitate “roundtable” and networking meetings for specific provider types.
- Attend member events (open houses, groundbreaking, anniversaries etc.) whenever possible.
- Be responsive to member inquiries by responding timely by phone and email.
- Help to facilitate member to member networking and information sharing.

Member Recruitment

- Develop, plan and implement member recruitment strategy including identifying lists of potential members, conducting outreach and utilizing other LeadingAge members as recruitment supports.
- Developing effective membership materials to increase new members, membership renewals, and overall retention rates.
- Serve as state association point person with LeadingAge national on membership recruitment.
- Provide statistical data that show current and future membership trends on a bi-monthly and annual basis, summarize data to provide recommendations and analysis for decision making.
- Development and maintenance of new member onboarding process to ensure good transition into membership and process for developing engagement.

Management of Affiliate Member Relations

- Oversee annual Business Sponsor Partnership program including recruiting and liaison with business partners
- Meeting with Business members to help find opportunities for engagement
- Following leads to recruit potential business affiliates

Dues and Database

- Ensuring Association data base is updated and reconciliation with national and other databases happen on a regular basis
- Working with Office Manager on the annual dues invoicing
- Reconciling national dues with LeadingAge on a quarterly basis

Publications

- Writing and editing the Observer, our biweekly newsletter about association events and programs, member news, and other relevant items of interest for our membership
- Overseeing the publication of the biannual (every other year) Consumer Guide
- Assisting with relevant information for the Association's annual report

Other

- Serving as liaison with LeadingAge (national partner) on membership issues including recruitment, dues and data
- Attending LeadingAge Annual Meeting and participating in Member Development Network meetings with other state affiliates
- Supporting President and Education and Events Manager in other association activities and events as needed.

Skills Required

Candidates for the position must possess excellent interpersonal and communication skills (both oral and written), be mission-driven, with the ability to be a good storyteller regarding benefits of the association. Ideal candidates should have experience with marketing and publicity; an ability to work with diverse groups of members and volunteers; an acute attention to detail with ability to analyze and present complex data and handle multiple and competing tasks. Strong organization, time management and problem-solving skills are required. Must be a self-motivated, self-starter, and comfortable working both independently and collaboratively as part of a team. Experience with nonprofit association and/or Association Management Systems (AMS), and knowledge of aging services strongly preferred. Bachelor's degree in any field required.

Interested candidates should send a resume and cover letter to esherman@LeadingAgeMA.org. No phone calls.