



POSITION DESCRIPTION

Position Title: Director, Marketing and Membership

Department: Marketing & Communications

Reports To: VP Marketing & Communication

Supervises: Senior Manager, Events; Senior Manager, Brand Development; and Manager, Membership

FLSA Status: Exempt

Effective Date: March 1, 2021

General Description:

Leads AASLD's marketing and membership functions. Responsible for developing the strategy, planning and organizing of the membership and marketing programs by using data analytics to inform strategic approaches and refine campaigns based on performance metrics. Oversee the implementation of marketing, branding and communication strategies, integrating them across AASLD. Develop strategic plans to support membership retention and recruitment to drive revenue and meet AASLD business objectives. The Director, Membership and Marketing manages and develops the Senior Manager, Events, Senior Manager, Brand Development, and Manager, Membership.

Key Responsibilities:

Leadership:

- Collaborates with senior leaders to develop and execute marketing and membership strategies that support AASLD's strategic objectives.
- Provides direct supervision to the Senior Manager, Events, Senior Manager, Brand Development, Manager, Marketing, and Manager, Membership.
- Provides leadership and mentoring to all department staff.
- Evaluates performance and determines work assignments, methods and priorities in collaboration with the VP of Marketing and Communication.
- Provides regular updates and discusses strategic planning ideas and opportunities with the VP of Marketing and Communications to ensure alignment of association-wide business objectives and activities.

Marketing:

- Maintains daily awareness of AASLD's activities and aligns marketing efforts to support them to ensure cross-department collaboration.
- Works with Marketing team colleagues to establish goals and key performance metrics for campaigns.
- Reviews campaign metrics and analytics to make improvements to campaign performance.
- Organizes marketing department efforts and activities to reduce redundancies and one-off marketing efforts.
- Develops strategic campaigns to support the Foundation and drive corporate support and sponsorships.
- Identifies opportunities to insert membership promotion into other marketing efforts.
- Works with Senior Manager, Events, and Senior Manager, Brand Development to ensure integration of marketing efforts.
- Provides recommendations for marketing opportunities to the VP, Marketing and Communications.

Membership

- Analyzes membership data to inform strategic planning for retention and recruitment campaigns.
- Develops and executes on strategic plans to drive membership recruitment, retention.
- Analyzes membership administration practices and procedures and makes recommendations for improvements.
- Manages and oversees all membership administration activities.
- Sets membership retention and recruitment goals annually and continually evaluates campaign performance against those goals.
- Conducts regular audits of member benefits and gap analyses to determine and refine the membership value proposition.
- Works with the Membership and Mentorship Committee to validate membership strategies.



- Collaborates with Director, Digital Operations to ensure optimal member experiences on AASLD digital platforms.
- Provides oversight of the annual membership dues renewal process.

Budget:

- Develops department budgets and has spending authority for significant expenses.
- Develop annual budget estimates and manage activities within budgeted resources.
- Manages the organization's resources within budget parameters.
- Manages vendors and contracts within budget parameters.

Other duties as assigned.

Education and Experience

- Bachelor's degree in relevant area, or other related field equivalent work experience.
- Requires 6-8 years of experience in a similar role and advanced subject matter expertise.
- Requires knowledge of key programmatic, operational, and financial issues and priorities.
- Certification in area of expertise (e.g. CAE, CPA, PMP, CMP, etc.) is a plus.

Skills Needed in Position

- Experience developing and executing on membership strategies.
- Ability to manage multiple campaigns and analyze campaign data to optimize performance.
- Extensive knowledge of association membership processes, databases and systems.
- Healthcare association membership experience a plus.
- Communication skills: Skill in clearly and effectively communicating ideas verbally and in writing, including the ability to edit the writing of others. Commitment to keeping stakeholders informed.
- Strategic thinking and problem-solving skills: skill in anticipating future consequences and trends, making decisions congruent with the organization's strategic direction, mission and goals, and developing new approaches to solve problems or improve processes.
- Planning and organizing skills: skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Supervisory/management skills: skill in setting clear performance objectives and directions; delegating appropriately; and providing clear, behaviorally specific performance feedback, effective coaching, and development opportunities.
- Customer service skills: Skill in providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Interpersonal skills and emotional intelligence: Skill in building and maintaining effective interpersonal and team relationships with a diverse network of colleagues inside and outside the organization, and with other relevant individuals with whom the organization works (members, the media, other organizations, funders etc.)

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements. Duties and responsibilities may be changed or expanded at any time to accommodate the needs of the AASLD and the AASLD Foundation.