



## POSITION DESCRIPTION

**Position Title:** Manager, Membership

**Department:** Marketing & Communications

**Reports To:** Director, Membership & Marketing

**Supervises:** Non-applicable

**FLSA Status:** Exempt

**Effective Date:** December 2021

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### General Description:

The AASLD Membership Manager serves as a frontline representative providing courteous, knowledgeable service to AASLD's constituencies (members, customers, staff; etc.) and works with the Director of Membership and Marketing and other team members to support AASLD's membership acquisition, retention, and engagement campaigns.

The Membership Manager operates in a multichannel environment requiring clear and effective written and verbal communication. The incumbent will use good judgment and initiative when marketing AASLD's programs, products, and services and disseminating detailed information to members and customers, including answering questions about AASLD membership and benefits, processing membership dues payments, orders for products and journal subscriptions, and updating membership accounts.

This position requires the ability to acquire and maintain broad organizational knowledge; critical thinking skills; the ability to prioritize assignments; escalate concerns and issues to management as appropriate; proficiency in utilizing organizational databases; and an in-depth knowledge of all programs, products, and services offered by AASLD. The incumbent frequently serves as a liaison between AASLD members and customers, and headquarters staff and is expected to ensure a maximum positive experience from each external and internal interaction.

### Key Responsibilities:

- Provide a positive experience and professional service to external and internal AASLD customers.
- Respond promptly to telephone and email contacts and perform timely updates and adjustments to member accounts.
- Investigate inquiries thoroughly, apply initiative and creativity in troubleshooting and resolving problems, and report service trends to supervisors and the team.
- Maintain up-to-date understanding of policies and procedures and a wide range of organizational knowledge to promote AASLD membership, provide information on AASLD programs, products, and services.
- Employ best practices and efficient use of the technology to meet established service levels.
- Process orders and payments for AASLD dues and fees for products and services, as required.
- Utilize consultative skills and an in-depth knowledge of AASLD products and offerings to help increase non-dues revenue.
- Provide technical support to assist members with accessing online services and content including webinars, journals, online communities, and online dues renewal.
- Compiles reports and metrics on membership trends and information, as requested.
- Works with staff and vendors to develop member prospect lists from the AMS.
- Apply knowledge of association's functional areas to appropriately direct inquiries within headquarters, as required.
- Assists with the development and maintenance of annual membership budget.
- May include travel to attend annual AASLD meetings or events, as required.
- Other duties as assigned to support business needs of the organization.



## **Education and Experience**

- Bachelor's degree in relevant area, or other related field and/or equivalent work experience.
- The job requires 3-6 years of experience in a similar role and relevant subject matter expertise.

## **Skills Needed in Position**

- Experienced in data gathering and analysis.
- Adept at using data to inform strategy and make recommendations.
- Proficiency using all social media platforms (Instagram, Twitter, Facebook, LinkedIn, etc.)
- 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 and critical thinking skills: skill in anticipating future consequences and trends, making decisions congruent with the organization's strategic direction, mission, and goals, and developing innovative 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.
- Interpersonal skills and emotional intelligence: Works and manages with integrity, builds and maintains 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.), treats colleagues, members and customers with respect and a high degree of professionalism, and represents the association well during interactions with all constituencies.

*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 AASLD and/or the AASLD Foundation.*