

POSITION DESCRIPTION

Position Title: Director, Member Experience
Department: People & Strategy
Reports To: Chief of Staff
Supervises: Sr. Manager, Governance and Manager, Membership
FLSA Status: Exempt

Effective Date: February 2025

General Description:

The Director of Member Experience is responsible for developing and implementing strategies to enhance member engagement, recruitment, and retention. This position will develop a membership strategy with a set of clear, measurable goals that includes overseeing leadership development opportunities for members through governance and promoting inclusion in the member experience. The Director will also conduct market research to inform, develop and implement membership campaigns to promote overall member value, advance key member communities, adhere to governance structures, and cultivate new membership offerings. Develop plans to support membership retention, recruitment goals and drive revenue growth. Supports programming for Membership & Mentorship Committee and Inclusion & Diversity Committee.

Key Responsibilities

Membership:

- Develops a membership experience strategy aligned to AASLD's strategic plan pillars.
- Collaborates with other departments (e.g., Education, IT, Marketing, Meetings, Publications, Finance) to execute membership strategy.
- Translates strategy into membership revenue goals and performance metrics.
- Sets membership retention and recruitment goals.
- Develops and manages the membership budget under supervision of Chief of Staff.
- Oversees processes for membership renewals, new member recruitment, payment collections and other administrative processes. Collaborates with IT and Finance on this work.
- Conducts regular audits and analyses of member benefits, including membership assessment surveys, to enhance the membership value proposition.
- Conducts market research to determine new or potential membership segments and offerings.
- Plans and develops relevant membership campaigns using membership data and personas to inform recruitment and retention goals. Works with Marketing to execute campaigns.
- Works with Meetings team to set membership goals for Annual Meeting and integrate membership benefits into event marketing
- Manages outbound call center providing member services.
- Serves as Staff Liaison to Membership & Mentorship Committee.

**Leadership Development/Governance:**

- Oversees key governance processes—nominations, leader onboarding, and committee/SIG appointments—that support the development of a diverse and qualified member leader pipeline.
- Develops leadership training resources to support new and existing leaders within the organization. (Committee/SIG Leaders)
- Facilitates compliance with governance policies, procedures, and bylaws to maintain transparency with membership experience.
- Collaborates with department teams to identify relevant program resources to promote membership.

Member Engagement:

- Leads initiatives to promote an inclusive and accessible member experience and to engage different member communities.
- Works with staff leadership to engage key member communities and committees, including Hepatology Associates, Trainees and other distinct groups, to develop strategies and approaches to provide equitable access to membership programs.
- Works with Chief of Staff in supporting AASLD's participation in Intersociety Group on Diversity (IGD) and ensuring members are engaged in this group.
- Manage and track demographic metrics within membership to enhance engagement and outreach.

Budgets and Financials:

- 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.
- Reviews financial reports and reports inaccuracies to appropriate Finance team member.

Occasional travel and attendance at organizational events may be required. Other duties as assigned by the Chief of Staff.

Operations & Administration:

- Reviews and analyzes activities, costs, operations to determine progress toward stated goals and objectives.
- Oversees and supports the administrative components of SIG program services, including contracted work.
- Streamlines and documents processes and procedures for all SIG initiatives and activities.
- Performs annual review of processes and procedures and updates them as deemed appropriate and necessary to ensure perpetual business process efficiencies.

Other duties as assigned by Chief of Staff.

Education and Experience

- Bachelor's degree in business administration, marketing, nonprofit management or a relevant area, or equivalent work experience.
- The job requires a minimum of 6 years of experience in a similar role and relevant subject matter expertise.
- Requires knowledge of key programmatic, operational, and financial issues and priorities.
- Experience working in a virtual environment.
- Association or nonprofit experience preferred, preferably in a leadership or managerial capacity.



- CAE certification preferred.

Experience Needed in Position

- Significant experience in developing and executing membership strategies and leveraging data analytics to achieve results.
- Experience working across a multi-functional team with the ability to manage and deliver a range of objectives within your sphere of influence.
- Ability to manage multiple campaigns and analyze campaign data to optimize performance.
- Extensive knowledge of association membership processes, structures, and database systems.
- Experience with collaborating with and developing tailored offerings to engage different membership segments in association environment.
- Healthcare association membership experience.
- Strategic thinking and problem-solving: skilled 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.
- Skilled in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Skilled in setting clear performance objectives and directions; delegating appropriately; and providing clear, behaviorally specific performance feedback, effective coaching, and development opportunities.
- Skilled in providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Skilled 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.)
- Ability to collaborate effectively with a diverse team and multiple leaders to achieve shared goals and to foster an inclusive work environment.
- Excellent communication skills, both oral and written communication, and an engaging presentation style.

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.