

Position: Director of Membership

Status: Exempt

Organization: AAI (American Association of Immunologists)

Location: Rockville, MD

About AAI:

The American Association of Immunologists (AAI) is seeking an accomplished association leader to fill the newly created role of Director of Membership. AAI is at a pivotal juncture in its illustrious history, with a firm commitment from its leadership to deepen engagement with existing members and attract new ones. We aim to raise awareness among immunologists and scientists of the exceptional value provided by AAI's programs and services.

Reporting Structure:

The Director of Membership will report directly to the Chief Membership & Engagement Officer (CMEO) and work collaboratively with various internal departments, AAI members, volunteer leaders, external stakeholders, and vendors. Exceptional communication skills and strong leadership capabilities are essential for success in this role.

Role Overview:

The Director of Membership will play a pivotal role in shaping and executing membership growth, engagement, and retention strategies aligned with AAI's strategic objectives. This position will involve close collaboration with AAI staff, designated committees, and other stakeholders to enhance member benefits and services, ultimately meeting evolving member needs.

Key Responsibilities:

- Collaborate with the CMEO, staff, and key stakeholders to develop a membership growth plan, outlining strategies for engagement, retention, and recruitment.
- Monitor and analyze membership trends, making necessary adjustments to strategies.
- Identify and oversee the implementation of relevant market research efforts to define the universe of potential members, according to leadership's membership goals.
- Identify potential target audiences and new avenues for membership expansion.
- Collaborate with the Director of Marketing to identify member/audience needs, including market segment assessments.
- Create compelling value propositions that address the needs of current and prospective members.
- Initiate and manage strategic partnerships to bolster member recruitment and retention efforts.
- Work closely with colleagues to enhance existing and develop new membership resources, benefits, opportunities, and pricing structures.
- Partner with the Director of Marketing to devise targeted marketing campaigns and outreach initiatives.
- Collaborate with various departments to implement engagement-enhancing programs based on member research.

- Coordinate with the Director of Marketing and the Director of Communications to craft consistent, member-centric messaging across all channels that improves retention and engagement.
- Establish methods to regularly assess and quantify member engagement and satisfaction, allowing for progress measurement and informed strategy adjustments.
- Supervise and develop the Membership Manager who is a direct report to this position.
- Utilize data analysis to identify trends and opportunities for enhancing membership engagement and retention.
- Ensure compliance with data protection regulations and maintain the security and confidentiality of member information.
- Promptly and effectively respond to member queries and requests in coordination with the Membership Manager.
- Oversee membership applications, renewals, and invoicing.
- Provide support for the Membership committee and other relevant AAI committees.
- Under the direction of the CEO and CMEO, keep the AAI Council informed and updated on issues for which this position has oversight. Participate in Council meetings, including travel, as required.
- Develop and manage the membership budget in collaboration with AAI's finance team.
- Manage or liaise with external consultants and vendors as necessary.
- Responsible for implementing the transition of AAI's governance structure and processes as voted upon by the membership body. Develop and implement policies and procedures in line with new AAI governance framework.
- Monitor effectiveness of AAI governance framework. Continually review all governance related policies and procedures and recommend changes to enhance operational effectiveness and reflect industry standards.

Qualifications and Characteristics:

- Bachelor's degree in business, marketing, communications, or related field.
- A minimum of seven years of proven experience in growing membership, recruitment, and engagement, preferably within a professional association.
- Five or more years in a director or senior-level administrative management role.
- Demonstrated pragmatic leadership, strategic thinking and strong business acumen.
- Supervisory experience, as well as experience working with contractors and vendors.
- Proficiency in using market analysis and indicators to develop new products, programs, or services.
- Familiarity with customer databases, including Association Management Systems (AMS), Content Management Systems (CMS), Customer Relationship Management (CRM) systems, and marketing automation tools.
- Excellent conceptual, analytical and project management skills.
- Highly organized and detail-oriented, including excellent time management; able to appropriately prioritize projects and tasks and meet deadlines in a fast-paced environment.
- Commitment to Diversity, Equity, Accessibility, and Inclusion (DEAI) with a strong sense of self-awareness and transparency.

- Outstanding interpersonal and communication skills, encompassing both oral and written communication, and an engaging presentation style.

Application Process:

To apply for this position, please submit your resume, a cover letter detailing your relevant experience, and contact information for three professional references to jobs@aai.org.

AAI is an equal opportunity employer, committed to fostering a diverse and inclusive workplace. We encourage candidates from all backgrounds to apply.