



Director Membership Acquisition

The **Director of Membership Acquisition** is responsible for developing and implementing a plan to drive member acquisition. This role reports directly to the VP of Membership Relations and oversees several volunteers: Associate Director Group Membership, Ambassadors and other TBD. The ideal candidate has the ability to lead a team to think strategically about ways to drive memberships within the Chicagoland community, as well as coordinate activities to drive membership results. The ability to approach strangers with sociability and relatability is also key to this role.

Main Responsibilities for the Director of Membership Acquisition:

- Develop marketing strategies and plans targeting both individuals and groups, outlining the benefits of AMA membership to prospects
- Utilize Salesforce data on current members (both individual and group) to create key learnings on member behavior as a basis for targeted marketing campaigns
- Recruit 4 or more members from companies for AMA group membership
- Establish and maintain relationships with current AMA group membership key contacts to insure member value and increase probability of renewals
- Develop and manage ongoing “Ambassador” program to engage member prospects and follow-up on new leads through events, email inquiries, and other channel communication
- Develop recruiting materials (for individuals and for groups) and run recruitment efforts through chapter programs (in coordination with National programs)
- Work closely with other Membership Directors to coordinate efforts that drive member value and engagement and achieve Membership objectives
- Assume responsibilities common to all officers and directors

Top Four Requirements for the Director of Membership Acquisition:

- Overall marketing experience with a focus on campaign management, business development and/or loyalty-membership acquisition marketing background
- Knowledge and understanding of lifecycle marketing, data-driven and ability to dig deep into qualitative and quantitative research to inform strategy
- Strong leadership and communication skills
- Ability to work cross-functionally – coordinating initiatives across the AMA Chicago Board and with other membership sub-committees

Time Commitment:

- 2-5 hours a week
- Attend monthly committee meetings
- Attend monthly board meetings and some events