

AMERICAN SOCIETY FOR NUTRITION

Position Description

Position Title	Status	Reports to (Position)	Division	Date	
Member Services Associate	Non-Exempt	Senior Director of Membership, Marketing & Business Development	Publications and Member Services	12/04/2017	
PRIMARY FUNCTION					
<p>To provide data entry, annual dues processing and general support for Membership Department activities, help administer programs and services to support ASN members, and promote and expand enrollment in ASN's five membership categories. Major areas of responsibility include customer service support for members, member satisfaction, membership renewals, and retention and reinstatement of members. Secondary areas of responsibility include membership recruitment and marketing support.</p>					
MAJOR DUTIES AND RESPONSIBILITIES				Rank	% Time
<ul style="list-style-type: none"> • Serves as ASN's front line for delivering customer service support to members, clinical practitioners, and health professionals in nutrition research and practice, responding to general e-mails from mem@nutrition.org, taking any necessary actions, and forwarding communications as needed. <ul style="list-style-type: none"> ○ Responds to member inquiries and provides excellent customer service. ○ Serves as primary database administrator and is responsible for maintaining and updating database of members, donors and external contacts. <ul style="list-style-type: none"> ▪ Processes member dues payments and activates new members, renewals and reinstatements. ▪ Researches address or email corrections for returned mail and email bounce backs. ▪ Reconciles membership dues payments and donations for Finance Department. ▪ Responds to member requests for invoices and payment confirmations. ○ Updates and builds reports and templates and continually refines target audiences. • Facilitates ASN's relationships with members, cultivating an exceptional member experience in order to ensure a continuously high rate of member renewal. <ul style="list-style-type: none"> ○ Serves as liaison for members, identifying needs and proposing ways to add value to membership. ○ Coordinates monthly renewal touchpoints using association management system and mail house. ○ Administers ASN's retention plan for all members, via e-mail, direct mail and telemarketing. • Supports activities for member recruitment and helps administer new member engagement. <ul style="list-style-type: none"> ○ Reviews membership applications and conducts onboarding for new members. ○ Supports departmental goals for new member acquisition, ensuring adherence to the marketing plan for direct mail, e-mail, and other communication campaigns. ○ Coordinates new member online activations for member benefits, including journals. • Works with department staff to execute marketing initiatives to build ASN membership and deepen awareness of the organization's programs, benefits and services for members. <ul style="list-style-type: none"> ○ Assists with the production of ongoing high-quality external communications (e-blasts, direct mailings, telemarketing campaigns) and advertisements. ○ Supports ASN's involvement as an exhibitor at external meetings, including meetings co-sponsored by ASN, and coordinates arrangements for ASN exhibit at the Society's Annual Meeting. • Assists as staff liaison for the Student Interest Group (SIG) <ul style="list-style-type: none"> ○ Helps develop events and programming and creatively assists in fundraising to benefit students. ○ Coordinates agendas and supporting materials for meetings and SIG events at ASN annual meeting. ○ Supports SIG in building and promoting ASN online communities, including social media. ○ Serves as secondary staff liaison to the Membership Committee and Early Career Nutrition Interest Group, providing support in concert with other ASN staff. • Supports administrative functions of membership department or other departments, as assigned. <ul style="list-style-type: none"> ○ Helps maintain department expenses and revenue within budget. ○ Performs competitive analysis and reports findings. ○ Provides logistics support for exhibits, including organizing and shipping materials. ○ Assists staff with special projects, including data entry and custom reports. ○ Assists with telephone calls and responds to generic emails during absence of co-workers. 				1	60%
				2	10%
				3	10%
				4	10%
				5	5%
				6	5%
<p><i>Positions may be reassigned and responsibilities may be modified or changed at any time to fulfill ASN's requirements.</i></p>					

REPORTING RELATIONSHIPSSupervision Received:

- General Guidance
 Managerial Direction
 Direct Supervision
 Immediate Supervision

Position Titles of Direct Reports

Membership Intern(s)

No. in Position

Variable

Direct Reports

Variable

PRINCIPAL WORKING RELATIONSHIPSInternal:

- Senior Director of Membership, Marketing & Business Development
- Vice President for Publications & Membership
- Communications Manager
- Digital Technology and Product Development Manager

External:

- Graphic design, print partners, and mail house
- Promotional service providers
- Contracted service providers (i.e., telemarketing; website/AMS; database consulting; information technology, social media and community forum companies)
- Partner organizations (i.e., Association of Nutrition Departments & Programs)
- ASN Member Committees and Interest Groups

POSITION SCOPEArea/Item

See performance plan and appraisals.

Annual Measure**POSITION CLASSIFICATION**Fair Labor Standards Act (FLSA) Classification

Full-time, non-exempt.

MINIMUM QUALIFICATIONSEducation Level

Bachelor's Degree preferred.

Subject/Major

Marketing; communications; nutrition/dietetics; public health; business; sociology; liberal arts; science

Experience

1 year of office experience. Ability to create and edit written materials, coordinate production of materials and manage database. Must be able to function as part of a team and maintain professional and positive demeanor.

Some travel required.

Skills

<u>Skills</u>	<u>Level</u>
Customer Service Skills	Proficient
Written Communication	Expert
Verbal Communication	Expert
Organizational Skills	Proficient
Interpersonal Skills	Proficient
Accuracy and Attention to Detail	Expert
Ability to Multi-task	Proficient
Ability to Meet Deadlines	Proficient
Microsoft Suite	Expert
Databases: ClearVantage	Proficient
Internet Research Skills	Expert
Social Media: LinkedIn, YouTube	Expert

COMPLETED BY: Name _____ Position _____ Date _____**APPROVED BY:** Name _____ Position _____ Date _____