AMERICAN SOCIETY FOR NUTRITION

Position Description

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Status</th>
<th>Reports to (Position)</th>
<th>Division</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Services</td>
<td>Non-Exempt</td>
<td>Senior Director of Membership, Marketing &amp; Business Development</td>
<td>Publications and Member Services</td>
<td>12/04/2017</td>
</tr>
</tbody>
</table>

PRIMARY FUNCTION

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.

MAJOR DUTIES AND RESPONSIBILITIES

- 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.
  - 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.
    - 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.
  - 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.
  - 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.
  - 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)
  - 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.
  - 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.

Positions may be reassigned and responsibilities may be modified or changed at any time to fulfill ASN’s requirements.
REPORTING RELATIONSHIPS

Supervision 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 RELATIONSHIPS

Internal:
- 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 medial and community forum companies)
- Partner organizations (i.e., Association of Nutrition Departments & Programs)
- ASN Member Committees and Interest Groups

POSITION SCOPE

Area/Item
See performance plan and appraisals.

Annual Measure

POSITION CLASSIFICATION

Fair Labor Standards Act (FLSA) Classification
- Full-time, non-exempt.

MINIMUM QUALIFICATIONS

Education 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
- Customer Service Skills
- Written Communication
- Verbal Communication
- Organizational Skills
- Interpersonal Skills
- Accuracy and Attention to Detail
- Ability to Multi-task
- Ability to Meet Deadlines
- Microsoft Suite
- Databases: ClearVantage
- Internet Research Skills
- Social Media: LinkedIn, YouTube

Level
- Proficient
- Expert

COMPLETED BY: Name___________________________ Position___________________________ Date___________________________

APPROVED BY: Name___________________________ Position___________________________ Date___________________________