Job Title: Specialist, Membership and Engagement

Classification: Full time (37.5 hours/week), Non-exempt

Reports to: Chief Engagement Officer

Department: Engagement

Date: October 26, 2020

Summary/Objective:

The Membership Engagement Specialist is responsible for promoting engagement, value and participation for ASN members and member groups according to current and future needs, providing administration for projects to ensure timely planning and effective support for their execution. The incumbent will be a passionate, energetic, entrepreneurial community coordinator with a background promoting social media content, as well as monitoring and engaging in conversations within communities, to serve as our resident expert in social community management, to support the development of content for publication and promotion, and to measure the impact of group activities.

Major Duties and Responsibilities:

• Provide administrative support for ASN’s Engagement team, including meeting coordination and logistics, educational opportunities, project development and execution, engagement and outreach activities and communications
• Coordinate opportunities for members to liaise directly with each other, using existing or new platforms, to enable them to work together as an active and supportive network
• Use ASN social media community and other media platforms to promote events and communicate activities with group members and nonmembers, as needed
• Serve as support for ASN’s Awards and Fellows Programs to ensure success of these highly visible Engagement areas.
• Encourage and facilitate dialogue around specific research and practice topical areas for various member groups
• Work with Engagement and Business Development staff leadership to explore, develop and deliver opportunities for revenue generation
• Review and promote member benefits and offerings based on member needs, segmented where appropriate by research or practice interests and career stage
• Suggest recruitment and retention campaigns, as well as target audiences, to assist marketing
• Organize ongoing consultations or surveys with member groups, as needed
• Develop and implement group meeting schedules and provide regular reporting on member group engagement activity
• Establish and maintain effective working relationships with the leadership of member groups
• Work with ASN volunteers to develop member engagement focused, communications and initiatives for each member group
• Ensure all ASN staff have a good understanding of member groups and membership recruitment and retention strategies
• Serve as member advocate to improve the overall member engagement experience
• Regularly review and monitor engagement opportunities for member groups, membership communications for quality and value, messaging and brand adherence

Skills and Qualifications:

Desired Skills
• Strong presentation and communication skills
• Excellent project management, time management and organizational skills
• Must be a confident communicator and presenter
• Knowledge and understanding of member groups and emerging membership practices to drive member development, training and networking opportunities
• Self-motivated with a positive and professional approach to member engagement

Requirements and Qualifications
• Experience with best practices for campaigns across multiple platforms
• Strong written and verbal communication skills
• Ability to multitask and monitor several projects and accounts daily
• Ability to work well under pressure and manage time effectively
• Ability to work independently or in a team
• Exhibit proficiency with basic MS-Office applications
• At least two years of experience with similar work for a nonprofit membership organization

To apply please forward resume and cover letter including salary requirements to https://www.faseb.org/employment

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