



## THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

**Position Title:** Director of Membership (DM)  
**Status:** Full-time (37.5 hours/week), exempt status  
**Date:** March 11<sup>th</sup>, 2022  
**Reports to:** Chief Executive Officer (CEO)  
**Department:** Membership

**Primary Function:** The Director of Membership (DM) will report to the Chief Executive Officer (CEO) and will manage the Membership Department. The DM will develop, evaluate, and recommend programs that will attract, retain, and serve members. They will analyze AAI membership programs to identify strengths, weaknesses, and opportunities. The DM will work strategically and tactically to engage members through services and benefits to meet members' needs. The DM will also work with AAI Communications on messaging and information dissemination.

### **Responsibilities and Duties:**

#### **MEMBER ASSESSMENT:**

- Analyzes AAI membership programs in order to identify strengths, weaknesses, and opportunities.
- Recommends programs for surveying members (via surveys, focus groups, and other appropriate methods) to gain insight into loyalty and motivation for belonging to AAI.
  - ascertain what else members value or expect from being a member of an association.
  - Identify what other organizations they depend upon to meet their professional needs (assess “the competition”).
  - Identify and analyze groups at risk, i.e., women, URM members, members in their early career stage, trainees.)

Other special segments of membership are:

- those employed in government agencies,
  - non-bench professionals,
  - undergraduate teachers, and
  - those employed in biotech/industry.
- Evaluates and recommends membership marketing and retention plans (campaigns) to increase new members, retain members from previous year(s), and regain lapsed members.
    - Member Recruitment
      - Develops, and implements programs for consideration.
      - Specifies messages and identifies prospective members from all potential sources including but not limited to
        - AAI annual meeting registrants and abstract submitters,
        - course registrants,

- awardees and attendees at outreach events,
  - authors submitting to and publishing in AAI journals,
  - members of other relevant societies.
- Member Retention
  - Conduct focus groups and/or surveys with members to understand (a) what motivates long-term members to remain, or conversely, (b) why long-term members fail to renew their membership, (c) identify reasons for short-term membership (1 or 2 years).
  - Conduct focus groups and/or surveys with trainee members (students and post docs) for motivations for remaining a member.
- Evaluates current AAI member services to meet members' needs. These may be interdepartmental activities.
  - Identifies enhancements and/or substitutions.
  - Develops new programs of membership incentives.
- Implements, develops, manages, and analyzes marketing and promotional programs for membership promotion and services.
- Tracks, analyzes, and reports on results of recruitment and retention activities.
- Develops and conducts surveys for member needs that may coordinate with other departments, *e.g.*, education

#### COMMITTEE LIAISON:

The DM will serve as the staff liaison to the AAI Membership Committee, any ad hoc committees, relevant FASEB committees, or other organizations as is appropriate and for the purpose of serving members and increasing membership.

- Participates in AAI Council meetings and presents programs and data as required.
- Encourages active participation of Membership Committee in strategic plans and oversight of membership development and retention programs.
- Assists executive office with recommendations for appointment of members to serve on the Membership Committee.

#### FINANCES AND BUDGETING:

- Works with the Department of Finance to develop annual budgets and assist with data needed for the annual audit. Reports revenue and expenses.
- Develops and tracks budgets related to main responsibilities.
- Oversees the financial aspects of membership renewal and recruitment campaigns, including dues billing, processing of payments.
- Helps develop revenue programs and expand existing program such as the mailing list rentals, optional journals, contribution programs, etc.
- Develops contribution and donor campaigns. Understands the best practices for association fund-raising.

#### OUTREACH:

- Oversees the management of the AAI booth at annual meeting and non-AAI meetings, including development of materials and coordination of booth logistics.
- Assists the CEO in identifying meetings to attend for the purposes of promoting membership in AAI and services (benefits/programs) offered. Works with professional scientists on staff to identify the relevant meetings.

### CONTINUING EDUCATION:

- Belongs to professional membership organizations and groups; attends programs (courses, webinars, meetings) to stay current with new programs and to bring ideas to AAI. Maintains contact with peers in other associations including but not limited to FASEB.

### GENERAL:

- Manages AAI member services in terms of member communications and informed responses. (customer service)
- Tracks membership for demographic trends. Assesses gain/loss of members at certain stages of their careers; understand demographics such as gender, age, and ethnicity of our membership.
- Oversight for the maintenance of the member and prospective member information in AAI databases.
  - AMS experience a must; training in the AAI AMS (Euclid/CV) a plus, but training will be provided as fluency with CV will be required ultimately.
- Oversees the resolution of member subscription issues and inquiries regarding AAI Optional Journal Subscription program
- Assists other AAI offices (awards, meetings, etc.) with identifying members as needed for programs, elections, appointments, and awards
- Supervises Membership Department staff. Recommends staffing increases, efficiencies, or changes in expertise or duties to CEO.
- Takes part in any RFP solicitation and assessment for services used by the Membership Department.
- Work with the Department of Communications on social media, website, or email messages for enhancing or retaining members, or announcing membership benefits.

### Other Duties as Assigned

Positions may be reassigned, and responsibilities may be modified, added to, or changed at any time to fulfill organizational requirements.

### PROFESSIONAL REQUIREMENTS:

- A minimum of five years at a director level (or equivalent), successfully managing professional association membership activities and initiatives, including surveys and program initiatives.
- Candidates must have had supervisory experience, RFP development, and experience working with contractors.
- Candidates should have experience with marketing including preparing informational collateral and social media messaging and campaigns.
- Must be skilled at multitasking, prioritizing, efficient time management, and meeting deadlines.
- Experience in nonprofit or professional associations; biomedical research-related organization experience a plus.
- Bachelor's degree required, MBA or graduate degree a plus. (Successful experience in similar position is more important than the field in which a degree is granted.)

All Directors must be strong communicators with excellent oral and writing skills. As such, qualified candidates will be required to submit writing samples as well as samples of promotional materials they have developed.