American Society for Nutrition  
*Excellence in Nutrition Research and Practice*

**Job Title:** Member Engagement Coordinator  
**Classification:** Full time (37.5 hours/week), Non-exempt  
**Reports to:** Vice President, Member Engagement and Development  
**Department:** Member Engagement and Development  
**Date:** March 16, 2020

**Summary/Objective:**  
The American Society for Nutrition (ASN) is seeking a Member Engagement Coordinator to help strengthen its role as the premier membership organization in nutrition research and practice, creating engagement opportunities for members and member groups, developing and managing strategies that deliver value to members and overall member stewardship. The Coordinator will administer all areas of member relations and engagement, including organizing periodic calls with various ASN GEMs (Groups Engaging Members), coordinating fellows program, developing online engagement activities for members, and providing administrative support for the ASN Knowledge Division for GEMs activities leading up to the ASN Annual Meeting. This individual will collaborate with all areas of the Society, including membership, meetings, education, marketing, communications, advocacy, publications and the ASN Foundation.

**Duties and Responsibilities:**  
**Member Engagement:**  
- Serve as ASN front line staff to promote engagement, value and participation for members according to current and future needs.  
- Collaborate closely with key staff and volunteer leaders to ensure that members remain at the center of everything we do.  
- Promote member benefits and offerings based on member needs, which may be segmented by research or practice interests and career stage.  
- Help onboard new members and promote opportunities for engagement.  
- Coordinate opportunities for members to interact directly with each other, using existing or new platforms, to enable them to work together as an active and supportive network.  
- Responsible for operation and oversight of ASN member community online, ASN NutriLink  
- Work with Director of Digital Strategy for social media postings and communications to members.  
- Develop and provide regular reporting on membership engagement activity.  
- Work with marketing consultant to conduct ongoing surveys with members, using findings to inform future membership plans and activity.  
- Ensure ASN benefits and services are relevant and appealing to current and future generations of members.  
- Suggest recruitment and retention campaigns, as well as target audiences, to assist marketing efforts.  
- Serve as a member advocate to improve the overall customer experience.

**Coordination of GEMs (Groups Engaging Members) Activities:**  
- Establish and maintain effective working relationships with ASN volunteers, especially with GEMs leaders, including councils, interest sections and special interest groups.  
- Provide logistical and administrative support for all ASN GEMs (Groups Engaging Members), including scheduling conference calls, maintaining membership rosters, and assisting with communications and other activities.  
- Maintain calendar of activities for GEMs and work with leadership to ensure adherence to timelines and
deadlines.

- Provide administrative support for Engagement Division, as needed, especially during the months leading to the ASN Annual Meeting for special projects, data entry and preparing reports.
- Works with Senior Manager to coordinate implementation of key criteria, final selection and notification of ASN awards recipients
- Helps compile nominations and work with ASN Fellows Committee for their selection and recommendation of ASN Fellows
- Provide administrative support, as needed, for ASN GEMs, committees and the Board of Directors activities.

Staff Engagement:

- Ensure all ASN staff have a good understanding of member categories and benefits, as well as key membership statistics.
- Work with ASN staff to ensure the effective promotion of member services delivered by everyone.
- Collaborate closely with key staff and volunteer leaders to ensure that members remain at the center of everything we do.

Skills and Qualifications:

- Bachelor’s Degree in Communications; Marketing; Nutrition/Dietics; Public Health; Business; Sociology; Liberal Arts or Science or equivalent combination of experience and education
- 0 - 2 years of experience working with individual members and member groups membership organization.
- Strong presentation and organization skills
- Excellent written and verbal communication skills
- Excellent project and time management skills
- Understanding of current and emerging membership practice to drive member development, training and networking opportunities
- Self-motivated with a positive and professional approach to member engagement
- Ability to multitask and monitor several projects and accounts on a daily basis
- Ability to work well under pressure and manage time effectively
- Ability to take initiative to develop new strategies and outside-the-box ideas for social media
- Ability to work independently or in a team
- Some travel may be required

This is an excellent opportunity for the right person to gain overall association knowledge and skills in a professional environment.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Positions may be reassigned, and responsibilities may be modified or changed at any time to fulfill ASN’s requirements.

Please visit: https://www.faseb.org/employment, to apply. You must attach your resume and cover letter including your salary requirements.

ASN is an equal opportunity employer.

For more information about The American Society of Nutrition (ASN), please visit: www.nutrition.org