



Member Acquisition Manager

This position is responsible for driving membership acquisition within ASCD's core audiences and adds value to the organization by improving the member experience and relationship building. Working closely with management, this role supports the successful implementation and delivery of membership business strategies and initiatives.

In this role, the ideal candidate will:

- Manage and deliver member communication campaigns from concept through to design and delivery using direct response marketing channels and tactics that increase overall membership.
- Liaise with members and prospects at organizational events to build strong member relationships and connect with potential new members.
- Translate research and data about member needs into actionable and measureable enrollment campaigns.
- Evaluate existing services and offerings on an ongoing basis to identify opportunities to improve the member experience.
- Identify potential innovations for new product development, competitive differentiation, and increased member value.
- Recommend content and format changes to improve member response, direct response materials, and reduce costs.
- Manage existing and recommend new or expanded distribution channels, including both on and offline and through inbound and outbound telesales, to create efficiencies that optimize cost per piece, cost per acquisition, and total cost per order, etc.
- Work effectively with others to expand opportunities to increase membership enrollments in programs and initiatives across the organization.
- Help formulate and monitor annual and monthly budget and forecast of membership enrollments and revenue.

To qualify, the ideal candidate will have:

Knowledge

- A four-year college degree in business administration or a related field is preferred.
- In depth understanding of the essential functions of membership acquisition, including identifying markets, developing communication materials, and direct selling.
- Knowledge of direct mail and print production, mailing personalization and e-mail marketing tactics.
- Knowledge of marketing e-mail delivery systems is desirable.
- Working knowledge of database management systems for performing data queries, running reports, and generating forms.
- Knowledge of website structure and content standards.
- A certificate in direct marketing from DMA or other similar organization is helpful.

Skills and Abilities

- Ability to perform research and analyze the research findings to develop strategies for acquiring members.
- Ability to read, analyze, and interpret general business information.
- Ability to apply sound judgment in decision-making and problem-solving and when making recommendations for process improvements.
- Ability to build rapport and work creatively with other team members.
- Ability to work and resolve practical problems independently.
- Ability to provide superior customer service for, and present information and respond to questions from, both internal and external customers.
- Strong analytical and organization skills.
- Ability to produce effective written communications and documents.
- Ability to meet tight deadlines of on-going projects and programs and adapt quickly to changing schedules with exceptional attention to detail and accuracy.
- Ability to use Microsoft Office to prepare reports, documents, correspondence, presentations, spreadsheets, etc.
- Ability to update websites using common web editing software.
- Ability to work with database records.
- Ability to learn and use web-based office applications for online collaboration and document/content management.

Experience

- Six or more years' experience in a similar role using business-to-consumer direct marketing across both digital and print channels.
- Association or nonprofit experience is preferred.
- Direct experience forecasting and using database management systems to produce routine and complex data queries, reports, and forms is required.

To apply for this opportunity, send your cover letter (including salary requirements) and resume to go to hr@ascd.org.

ASCD is the global leader in developing and delivering innovative programs, products, and services that empower educators to support the success of each learner. Comprising 140,000 members—superintendents, principals, teachers, professors, and advocates from more than 138 countries—the ASCD community also includes 56 affiliate organizations. The nonprofit's diverse, nonpartisan membership is its greatest strength, projecting a powerful, unified voice to decision makers around the world. To learn more about how ASCD supports educators as they learn, teach, and lead, visit www.ascd.org.

The [Total Rewards of ASCD](#) employment extends far beyond salary and includes a rich array of work life benefits and a health and wellness package that is highly competitive.

ASCD is an equal opportunity employer. We are committed to the full and effective utilization of qualified persons, regardless of race, color, religion, sex, national origin, age, physical and mental disability, or veteran status.