Manager, Membership Development

JOB DESCRIPTION

FLSA: Exempt

Summary:
The Manager, Membership Development will establish relationships with educators in order to recruit new members by sharing the mission of the organization and promoting ASSET STEM Education products and services.

Essential Job Functions:

- Developing and coordinating annual membership and targeted campaigns in Pennsylvania and nationally
- Manage and maintain a multifaceted prospect pipeline and verbalize the appropriate value proposition for each
- Communicating full advantages of membership, services and programs to prospective members.
- Conduct consultative meetings will Superintendents and potential partners to understand issues of strategic importance and offer appropriate solutions
- Providing a seamless transition for new members while working in tandem with membership implementation.
- Continuously learning about new products and services by working with the Professional Development Department and attending training sessions
- Working closely with Director, Programs to learn more about new programs in Research and Development in order to communicate with prospects and partner organizations what new products and services are being developed
- Providing feedback and suggested improvements to the Director, Organizational Advancement on department related issues.

Roles and Responsibilities

- Increase membership and contracted services with school districts and educational partners. Increasing revenue to the organization is a primary component of this position.
- Provide regular reports on membership development activities and quantifying results to the Executive Director.
- Working with the Organizational Advancement team to plan, administer, and coordinate new marketing materials which support the marketing campaigns and events.
- Coordinating ASSET’s participation as an exhibitor at conferences.
- Collaborating with Directors and Executive Director to develop new partnerships and build awareness to advance ASSET STEM Education into the National Spotlight.
- Input new prospect information and maintain account information in organization’s CRM system.
- Utilize LinkedIn as a prospecting tool and support Communications marketing efforts as a social media vehicle.
**Reporting Relationships:**
- Reports to Executive Director
- Supervises None

**Qualifications:**
- Bachelor’s Degree, Master’s Degree preferred
- Five years of experience performing job responsibilities similar to those outlined above including project management, customer service, marketing and promotion of services.
- Proven experience managing client relationships
- Existing connections in education industry or education experience preferred
- Excellent customer service skills
- Excellent written, verbal and interpersonal communication skills
- Comfortable working independently and as part of a team
- General technological competence including proficiency in Microsoft Office
- Potential 20% travel as prospects grow nationally

**Physical Requirements:**
- Ability to sit for extended periods of time.
- Ability to walk, stand, pull, push, stoop, lift, and perform manual dexterity.
- Ability to meet deadlines and perform well under pressure.
- Ability to be physically in attendance at designated workstation during scheduled shift.

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria considered necessary to perform the job successfully. ASSET recognizes that an individual with a disability may require a job modification/ accommodation to enable him/her to successfully perform a job function. Consideration will be given to such requests. Such requests should be directed to Human Resources.

Interested candidates should forward their resumes and contact information to hr@assetinc.org