Job Description for:

Senior Manager, Member Relations

Membership & Information Technology Business Unit

Exempt

# Reporting Structure

The Senior Manager, Member Relations reports to the Senior Director of Membership & Information Technology.

# Qualifications

Bachelor’s Degree and 5 years’ experience managing member-related programs and services required; graduate degree in a related field is a plus. Significant experience with member-related processing issues, including dues, renewals, order fulfillment, education, meetings registration, etc., required. Demonstrated ability to analyze data in support of member-related projects and business process improvement required. Excellent communications, customer service, marketing, organization, and problem solving skills required. Experience with call center management required. Practical knowledge of medical society organizational and governance structures is a plus. Must be able to work with a diverse group of people at all levels of the organization. Some travel required.

# Key Responsibilities

* Responsible for the direction and management of all aspects of membership life cycle and experience.
* Streamline member-related business processes and optimize staff effectiveness.
* Manage revenue budgets related to membership.
* Supervise direct reports with overall accountability of Member Relations staff.
* Serve as staff liaison for committees as assigned.
* Define and maintain data integrity standards for member-related information.
* Maintain master list of member benefits and manage member benefits page on the website.
* Serve as a staff knowledge resource for using member data and benefits information.
* Responsible for member recruitment and retention efforts, and customer service management.

# Specific Duties

### Member Relations Leadership

* Provide effective management of the Member Services Call Center and associated staff; including staff training and coaching; development and maintenance of call center policies and procedures; and ensure outstanding customer service to members and the general public.
* Assist Senior Director with developing and managing budgets, as necessary.
* Provide annual performance-measurement report on member relations programs.
* Manage vendor relationships ensuring that quality of service and execution meet or exceed expectations.

### Call Center and Online Inquiry Management

* Report on constituent engagement utilizing call center data. Develop performance metrics to evaluate customer service.
* Meet, as needed, with business unit leaders/liaisons to develop plans for handling constituent inquiries based on organizational calendar.
* Manage office closed messaging and call center coverage throughout the year.

### Membership Data Standards Management

* Ensure data integrity of all member records by establishing and maintaining data entry standards, training staff on procedures, and monitoring compliance.
* Implement procedures for continuous data quality improvement.
* Provide guidance to staff on the proper usage of member data including the use of basic queries and reports.
* Regular participation in the internal iMIS Power Users group.

### Member Engagement

* Work with Communications to develop and maintain the comprehensive marketing program for membership recruitment, retention and benefits.
* Design and implement engagement strategies that motivate members to participate in various AAO-HNS/F programs.
* Represent AAO-HNS at key industry events through speaking, exhibiting and direct membership recruitment activities.
* Increase awareness of membership benefits for members, nonmembers and staff.
* Manage the Annual Meeting Member Resource Center.
* Manage the onboarding process for new members.

### Annual Dues Billing

* Develop and improve business process for handling annual dues and renewals.
* Monitor retention rates and implement corrective actions as necessary
* Lead exit survey process for members who did not renew their membership

### Other Membership Processes and Projects

* Oversee new member application processing and timely review and approval by the Credentials and Membership Committee and the Board of Directors.
* Maintain data integrity for the member engagement programs.
* Ensure the functionality of online resources for member-related business processes

### Other

* Participate on internal teams, either through formal assignment, or on an ad hoc basis.
* Serve as point of contact for Honor Point and Distinguished Service Award Inquires.
* Work with other business units to coordinate efforts for more succinct member communications.
* Consistently demonstrate courteous, cooperative, and helpful behavior to all contacts, internal and external.
* Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing.