



**Job Description for:**  
**Senior Manager, Digital Engagement**  
*Membership & Global Affairs Business Unit*  
*Exempt*

### **Reporting Structure**

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The Senior Manager, Member Relations reports to the Senior Director of Membership & Global Affairs and manages one direct report.

### **Qualifications**

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BA/BS preferred and/or 5+ years of digital project manager experience in a marketing, membership or agency setting. Advanced knowledge of major digital platforms (i.e. Facebook, Google AdWords, SEO/SEM, etc.). Substantial digital project management and marketing expertise in helping to leverage channels to grow engagement, customer/member acquisition and retention. Knowledge of email systems such as Adestra and Sharp Spring, taking advantage of automation; and how to leverage them to meet goals and make mid-stream changes based on metrics. Demonstrated self-initiative, ability to meet deadlines and successfully multi-task competing priorities. Strong organizational skills demonstrated through the ability to balance attention to detail with strategic perspective, manage multiple projects, and identify resources for projects in a dynamic environment. Strong communication and project management skills for implementing outreaches to build acquisition and grow international member acquisition and engagement.

### **Key Responsibilities**

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- Directs the strategy, testing, and implementation of global member acquisition
- Develops and leverages digital platforms and channels to grow membership and engagement
- Works to streamline the retention process to test out new strategies, increase automation, and focus on areas to improve segmented retention
- Reviews and analyzes programs to grow overall engagement and works within the department to assist in developing new projects

### **Specific Duties**

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#### **Member Acquisition & Retention**

- Develops and launches acquisition campaigns
- Manages a lead generation & nurturing program
- Oversees digital campaigns to convert residents to first year members
- Works to grow international outreaches in targeted countries leveraging Academy assets
- Works within the department to evaluate and change the new member welcome program incorporating automated digital channels including video and emails
- Recommends strategies to innovate the annual retention campaigns

## **Member Engagement**

- Works with the Senior Director to develop, manage, and launch digital strategies to grow member engagement
- Manages specific programs to reach young physicians and residents and in conjunction with Communications tests messaging on engagement opportunities and new projects
- Uses a segmented approach, crafts and implements strategies to set goals, measure progress, and makes recommendations on changes based on metrics
- Works within the department and across the organization to identify digital opportunities to grow engagement and makes recommendations on incorporating into existing projects
- Launches and edits web pages using Drupal, consolidating and outlining engagement opportunities for all members

## **Metrics and Reporting**

- Tracks and reports response rates and success measures
- Assists in the process of a website redesign providing insights and best practices
- Works with Communications Team to improve email open rates
- Works with IT to launch remarketing efforts

## **Other**

- Consistently demonstrates courteous, cooperative, and helpful behavior to all contacts, internal and external.
- Other special projects as assigned (should read 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).