



Manager of Member Experience

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts. Our mission is to advance the understanding of mathematics and its impact on our world. Our members include university, college, and high school educators and teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; STEM professionals, and many others in academia, government, business, and industry. We welcome all who are interested in the mathematical sciences.

Working at the MAA means that you will be joining a dynamic and dedicated team where your contributions will be encouraged and appreciated. We offer a full array of highly competitive benefits.

Job Summary:

As the MAA prepares to roll out its new website and updated brand this spring, we are seeking an enthusiastic, creative individual to drive and lead our membership growth, contribute to our member engagement, and support our mission and vision. If you have experience in membership recruitment, renewals and engagement through primarily digital formats, and enjoy a membership role where creative and marketing skills are valued, we want to hear from you.

Our members include university, college, and high school educators; graduate and undergraduate students; mathematicians; computer scientists; statisticians. In addition, our membership includes STEM professionals, and many others in academia, government, business, and industry.

This position is hybrid with a primary location in Dupont Circle, Washington, DC.

Job Responsibilities:

To perform this job successfully, an individual must perform each duty and responsibility satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform essential functions. Other duties may be assigned to meet business needs.

Membership Plan Development & Execution

- Manage the development and execution of onboarding, engagement, and renewal programs that align with membership goals.
- Manage the development of and execute recruitment programs that align with the membership goals (inclusive of component/chapter/section management).

Membership Marketing & Promotion

- Collaborate on the development of membership collateral and member value propositions, aligning with membership goals, and in coordination with the marketing-communications team.

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- Engage key members for promotional materials to enhance member acquisition, and identify news, information and other engaging materials for MAA social media, in coordination with marketing-communications team.

Membership Dues

- Review, evolve/update process dues invoices, including follow-up as necessary, contributing to financial sustainability as part of membership goals.
- Ensure that systems for renewal process are continuously monitored and efforts, campaigns, and other activities towards dues collection are monitored and regularly reported to supervisor.

Website Management

- Take a proactive role with marketing-communications team to ensure the website showcases the value of MAA membership, and the most current member-relevant information.
- Regularly scan MAA website for accuracy of member-facing information (information behind the member wall) and public facing information for the prospective member.

Database Management

- Collaborate with lead database staff maintain the integrity of our relatively new database/CRM
- Create reports, list pulls, and data analytics in support of and to measure MAA membership activities and status towards goals.

Minimum Qualifications:

To perform this job successfully, an individual should possess the knowledge, skills, and abilities listed and meet the amount of education, training, and/or work experience required.

Education

- Bachelor's degree required.

Experience

Required:

- Five+ years of relevant work experience in membership management, preferably within a member-driven association or other nonprofit organization.
- Proficiency in using membership management software and databases (preferably Fonteva/Salesforce).
- Demonstrated excellent written and verbal communications skills for effectively communicating with members, prospective members, staff and external stakeholders. Strong writing skills are desired.
- Adept at communicating with members via digital means (inclusive of email platforms, social media, web, and a basic understanding of digital retargeting ads)
- Advanced experience coordinating digital campaigns and communications for internal and external partners.

- While no daily/direct customer service responsibilities, strong customer/member service orientation is expected.
- Ability to work collaboratively with other departments and teams within the organization.
- Evidence of taking initiative to enhance and improve areas of responsibility.

Preferred:

- Experience in a higher education or scientific and/or STEM-related nonprofit.
- Experience with Wordpress and with Feathr or Informz or HubSpot or other similar platform.
- Experience and comfort with speaking within the context of exhibit halls, exhibit booth.

Knowledge, Skills, and Abilities

- Strong communication skills, both written and verbal.
- Writing and/or marketing skills for member recruitment and engagement.
- Analytical skills to assess membership data and performance metrics.
- Knowledge of the skills needed for organizing member events and meetings.
- Customer service skills to address member inquiries and concerns.
- Collaboration and teamwork skills to work effectively with internal and external stakeholders.

Working Conditions:

Physical Demands: The physical demands described here represent those that an employee must meet to successfully perform the job's essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Able to lift up to 20 lbs.

Work Environment: The work environment characteristics described here represent those an employee encounters while performing the job's essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- This is a hybrid in-office and remote opportunity with Tuesdays and Wednesdays required onsite.

Travel: Dependent on business needs.

This job description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. MAA has the right to revise this job description at any time. MAA is an “at-will” employer, and as such, neither this job description nor your signature constitutes any form of a contractual arrangement between you and MAA.

Equal Opportunity Employer