



Global Leadership for Health Education & Health Promotion

TITLE: Director, Membership & Marketing

REPORTS TO: Chief Executive Officer

FLS CLASSIFICATION: Full-time/Exempt

EFFECTIVE DATE: April 2018

POSITION SUMMARY

The Director, Membership & Marketing is responsible for managing membership development, recruitment, and retention to achieve SOPHE’s strategic plan goals. The director also oversees the organizational marketing plan and outreach efforts. These activities directly impact the organization’s financial and membership goals.

% FTE	ESSENTIAL DUTIES AND RESPONSIBILITIES
50	1. Develop and execute a comprehensive marketing program for SOPHE individual membership recruitment, retention and reenrollment. Specific tasks include: <ul style="list-style-type: none"> ▪ Develop a membership development plan on an annual basis that outlines key membership targets, tactics of engagement and desired outcomes regarding individual member retention, recruitment, and reenrollment based on industry best practices. ▪ Working in concert with other SOPHE staff, create and implement ongoing membership marketing activities including: mail/email/social media outreach, membership content for SOPHE’s website, and promotional materials. ▪ Analyze results of recruitment, retention, and reenrollment efforts; provide monthly updates for the Board as well as periodic reports. ▪ Identify improvements in SOPHE’s Association Management System (AMS) that relate to membership tracking. ▪ Engage the SOPHE volunteer Membership Committee in recruitment and retention ideas and efforts.
30	2. Develop and oversee implementation of comprehensive marketing campaigns and promotions to support a wide variety of SOPHE programs, publications and services to grow revenue: <ul style="list-style-type: none"> ▪ Recruit SOPHE exhibitors and sponsors for SOPHE’s annual meeting and advocacy summit ▪ Review and edit existing and new promotional materials for marketing effectiveness and SOPHE brand consistency. ▪ Manage email campaigns with the support of the communications coordinator and develop email testing and segmentation to target relevant audiences when appropriate. ▪ Analyze product goals, audience, marketing, sales, and competitive data in developing SOPHE marketing strategy and tactics.



	<ul style="list-style-type: none"> ▪ Manage society mailing lists and use email marketing software to develop effective marketing campaigns that target relevant audiences.
15	<p>3. Advance the development of the SOPHE’s affiliate organization membership (AOM) category.</p> <ul style="list-style-type: none"> ▪ Identify AOM prospects that are consistent with SOPHE’s mission and goals. ▪ Enroll AOM members and create AOM agreement based on the affiliate organization’s interests and needs. ▪ Provide customer service to AOM members for annual retention.
5	<p>5. Other duties as assigned such as:</p> <ul style="list-style-type: none"> ▪ Contribute to the development of proposals in response to funding opportunity requests.

EDUCATION:

- Minimum of Bachelor’s degree in Membership, Marketing, Communications, or related area is required.
- The ideal candidate will have at least 5 years of related experience working in a membership and marketing environment, preferably at an individual membership association.

SKILLS:

- Experience with AMS tools/databases, social media tools and communication tools
- Experience with web and mobile technologies; web content management; e-mail marketing systems; and other membership-based communications technology.
- Excellent organizational, verbal, written, and project management skills.
- Ability to effectively work in a small team, as well volunteers.
- Strong attention to detail and the ability to multi-task; a “roll up your sleeves” attitude is a must
- Minimal travel required.

Excellent benefits package and convenient location to public transportation. Please submit resume indicating salary requirements to hr@sophe.org or Human Resources Department, SOPHE, 10 G Street, NE, Suite 605, Washington, DC 20002. No relocation package offered. SOPHE is an equal opportunity employer. We are located next to Union Station (Red Line Metro).

ABOUT SOPHE:

The Society for Public Health Education (SOPHE) is a non-profit professional organization founded in 1950 to promote the health of all people by: stimulating research on the theory and practice of health education; supporting high quality performance standards for the practice of health education and health promotion; advocating for policy and legislation affecting health education and health promotion; and developing and promoting standards for professional preparation of health education professionals. To learn more, visit www.sophe.org.