



## Member Engagement & Development Manager

**SUMMARY:** The position reports to the Executive Director and assists and participates with the Board of Directors, Executive Director, and other staff in charting the direction of the Association, assuring its accountability to all constituencies, and ensuring its effective operation.

**REPORTS TO:** Executive Director

### **DUTIES AND RESPONSIBILITIES:**

#### **MEMBER ENGAGEMENT:**

- Plan and implement conventional and innovative membership campaigns for the Association to increase membership through retention of existing members and recruitment of new members;
- Research and identify potential membership markets, services, and trends;
- Work with Membership Engagement Committee to develop membership materials and value of membership statements;
- Develop membership recruitment strategies;
- Manage AAED database to ensure timely and updated member information, including the status of dues, renewals, event expenses, new applications, and invoicing;
- Prepare schedules to ensure consistency in billing and collection;
- Assist in the generation of monthly reports to track membership standing, income and identify gaps to be addressed;
- Develop strategies for member communication;
- Recruit new members and follow up on leads from members and the community;
- Manage and respond to member needs;
- Coordinate with the Operations and Event Manager on administrative membership duties.

#### **DEVELOPMENT & MARKETING:**

- Assist in developing and implementing a comprehensive, integrated corporate engagement strategy for support
- Develop meaningful opportunities for engagement;
- Assist in managing a portfolio of companies and organizations, including existing and prospective donors and partners;
- Coordinate high-level stewardship, solicitation, and prospecting of corporate donors to meet annual fundraising targets;
- Support production of corporate donor collateral, reports, appeals, website, and other digital content;
- Secure sponsors for AAED events;
- Pursue new opportunities for non-dues revenue;
- Assist in the coordination of sponsors for all facets of event management;
- Assist professional event management staff and Executive Director in the execution of events.



# Arizona Association for Economic Development

## ASSOCIATION STRATEGY/COMMITTEE WORK/MANAGING:

- Work with staff, board members, committee chairs, and volunteers to develop and maintain a strategic perspective -- based on members' needs and satisfaction -- in associational direction, program and services, and decision-making; and ensure the overall health and vitality of the Association;
- Recommend short and long-term association goals and objectives to the Executive Director;
- Staff committees to give guidance and share knowledge for the success;
- Assist in ensuring the Association's mission and vision are pertinent and practiced throughout the Association.

## QUALIFICATIONS:

- Bachelor's degree or equivalent work experience
- 3+ years in business development, marketing, or nonprofit development or member services
- Knowledge of economic development
- Demonstrated skills, knowledge, and experience in the design and execution of membership and communications activities
- Strong creative, strategic, analytical, associational, and personal sales skills
- Experience in fundraising and/or sales
- Experience managing budgets
- Experience overseeing the design and production of print materials and publications
- Computer literacy in word processing, database management, and page layout
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Ability to manage multiple projects at a time
- Other duties as assigned

## WORK ENVIRONMENT:

- Remote, flexible working environment
- Out-of-town, overnight travel is occasionally required

## APPLICATION INFORMATION:

The salary range is dependent on experience and offers a range of benefits, including paid individual medical insurance. To apply, send a resume and cover letter to [carrie \(at\) aaed.com](mailto:carrie@aaed.com)