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# Example of Membership Director Job Description

Our innovative and growing company is looking to fill the role of membership director. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for membership director

* Ensure that analysis, testing and learning is conducted in a systematic way to promote critical breakthroughs
* Manage the distribution and presentation of Member Program reporting and status to executive stakeholders
* Develops best in class, quantitatively derived and insight-based targeting strategies based on robust analytics to define and prioritize the highest potential customers and deliver measurable ROI
* Owns the customer database by directing and overseeing management/improvement of the customer database, ensuring accuracy
* Set strategic and tactical vision for Member marketing segmentation, personalization, automation and data-driven decision making
* Identify areas for process improvements for efficiency and quality of existing applications, datasets and processes and define/develop enhancements as needed
* Promoting the adoption and implementation of the organization's new membership model in coordination with the new governance / management and issue-based community impact structures
* Implementing strategies that promote membership outreach and engagement that attracts and retains a diverse membership
* Designing and delivering training and consultative services addressing membership engagement and retention in person, at training conferences and via available technology
* Being the subject matter expert on volunteer member engagement and retention, including developing and curating relevant resources

## Qualifications for membership director

* Demonstrated ability to coach, train, and evaluate part-time employees
* 7 to 10 years marketing experience with at least 5 years of hands-on experience in Loyalty/ Member marketing
* Proven focus in creating compelling, customer-focused, programs and experiences
* Strong organizational and leadership skills and the ability to multi-task in a fast-paced and dynamic environment
* Strong analytical skills, with the ability to handle large data sets and fairly complex analyses with minimal supervision, including experience with data analysis, segmentation, CRM systems
* Incorporating current research on volunteer engagement and community impact into membership strategies