Downloaded from <https://www.velvetjobs.com/job-descriptions/membership-marketing-director>

# Example of Membership / Marketing Director Job Description

Our company is looking for a membership / marketing director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for membership / marketing director

* Advocate on behalf of subscribers across the company, ensuring all product interactions treat our members in extra-special, clear, customer-oriented, benefits-driven ways
* Commission research projects that assess subscribers’ satisfaction, and lead programs that emerge from this discovery
* Define key performance indicators and measures to track the effectiveness of membership marketing initiatives
* Identify and manage key vendors that can enhance membership, loyalty and community development efforts
* Implement upsell and referral programs that not only drive additional ARPU among existing subscribers, but also enhance these members’ connections with and loyalty to our brands
* Responsible for reaching monthly, quarterly and annual membership acquisition goals
* Solicit financial support for the University including sponsorships for traditional and signature events including Taste of Little Rock
* Conceptualize, design and implement all aspects of the associations’ membership acquisition and retention efforts and campaigns
* Work with other Alumni Association and University staff, taking the lead when necessary, in planning and implementing events intended to increase awareness of membership in the association within the city, region, state, and areas national with significant alumni concentrations
* Assist with the establishment and implementation of a student outreach and philanthropy education program on campus

## Qualifications for membership / marketing director

* Three years of experience managing a marketing analytics function or partnering closely with analytics team to drive quantifiable improvements in program effectiveness and efficiency
* Ability to be innovative, forward thinking with a demonstrated competency in strategic thinking and leadership, strong abilities in relationship management
* Ability to explain complex models and alumni marketing analytics to senior management, functional-area leaders and other stakeholders
* Understanding of performance metrics, standards and techniques (cost and quality)
* Advanced understanding of how to enable data and intelligence as an internal and external business partner
* 10+ years in digital marketing and/or campaign roles