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# Example of Membership / Marketing Director Job Description

Our growing company is looking for a membership / marketing director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for membership / marketing director

* Develop long-range membership and marketing goals and implements and evaluates all programs to meet goals
* Keep up with news and trends in alumni membership methodology
* Demonstrated ability to work collaboratively in a complex environment, but also to work independently and without close supervision
* Responsible for working with the Executive Director and Controller on the creation of annual budget for all programming which this employee oversees •Maintain work hours as defined by UGA employee manual
* Overseeing all paid acquisition for Quartz Membership
* Identifying new paid acquisition channels, researching case studies an prioritizing opportunities
* Brainstorming new campaign ideas based on data, customer feedback and new membership features
* Producing and optimizing copy and creative (with the help of a designer) Writing and optimizing copy
* Ensuring retention rates and LTV for acquired users closely tracks with rates for organic users
* Working closely with analytics to understand complex data and turning findings into actionable insights and strategies

## Qualifications for membership / marketing director

* 3+ years in membership program marketing, or customer loyalty/brand advocacy roles
* Highly proficient in web analytics (Google Analytics, Omniture/Site Catalyst, etc)
* Demonstrated ability to relate and work with an ethnically diverse constituency of donors, alumni, friends, and faculty, staff and student leaders
* Demonstrated creativity in problem solving and program creation
* Demonstrated ability to be flexible with the potential for changing needs or unexpected requirements
* Travel as appropriate to execute duties of position