

Ecological Society of America
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Position Description

Date: December 17, 2021

Title: Member Engagement Associate

Unit: Administrative

Supervisor: Director of Membership and Communications

Classification: Exempt

Society Background

Built on over 100 years of history, the Ecological Society of America (ESA) is a professional membership association of ecologists, with more than 8,000 scientists, researchers, decision makers, policymakers, and educators dedicated to the science of ecology. We promote diversity in all areas of activity, including staffing, membership, leadership, committees, public engagement, and our annual convention and all other meetings.

Description of Responsibilities

The Member Engagement Associate provides frontline operational support to ESA's members and others in the ecological community, and creates key community-facing content for marketing programs. Reporting to the Director of Membership and Communication – with dotted-line reporting to the Director of Convention and Meetings – the Member Engagement Associate will:

- Interface with ESA's members and scientists certified by ESA to provide key customer support
- Develop content for member communication and marketing
- Ensure data integrity and smooth operation of iMIS 20, our member management system
- Facilitate registration processes for the ESA Annual Meeting, and manage its on-site functions
- Work with IT to resolve customer-related technical issues

We seek a mature, confident and personable individual who seeks to bolster the reach of ecological science and support the professional development of ecologists by growing ESA and its programs and ensuring that all who reach out to the Society are provided excellent customer service.

Primary Duties

Member relations:

- Creates, tests, and implements event registration in the Society's AMS
- Responds to queries and help requests from members, event registrants, certified ecologists and others in the community
- Process memberships applications and renewals
- Supports volunteer leaders by providing aggregate information from the AMS
- Helps maintain accurate membership information on the ESA website and AMS
- Helps the department director with regular member database management and data integrity

Communication and marketing:

- Supports production and distribution of newsletters and automated campaigns in the Society's email client, Informz
- Generates HTML web content for main ESA and other program-focused websites
- Plans social posts aligned with campaign and organizational strategies
Works with program offices to implement promotional and outreach efforts

Data and technology:

- Assists supervisor with creating reports on membership retention, renewal and acquisition, including campaign-based data dashboards
- Generates queries to identify segments within our community
- Ensures good user experience through member-facing IT systems, like the OpenWater application/review system and event registration modules
- Other duties as assigned

Supervisory Responsibilities: None; works with outside vendors or temps during busy periods.

Qualifications

- BA/BS degree
- 2-3 years of work experience, ideally with a nonprofit membership organization
- Experienced and savvy with full Microsoft Suite
- Excellent written and verbal communication skills
- Detail-oriented, with a keen eye for numerical and written accuracy
- Working knowledge of major association management software; ideally iMIS 20
- Team player who enjoys collaborating with colleagues and possesses strong interpersonal skills in dealing with our diverse membership
- Strong time-management and organizational skills; must be able to work under deadline pressure with a cool head
- Must be able to multi-task in a fast-paced environment with shifting priorities
- Travel: less than 5% attendance at week-long ESA Annual Meeting in August is mandatory for this position; some regional meetings may require support as well

ESA is an equal opportunity employer and is committed to developing a diverse, dynamic team and inclusive workplace. ESA does not discriminate on the basis of race, color, religion, sex, age, national origin, sexual orientation, gender identity, veteran status, disability, or any other status protected by law or regulation.