**Position Title:** Director of Membership and Engagement  
**Date Reviewed:** June 2024

**Incumbent:** Open

**Supervisor & Title:** Sarah Novak, Chief Operating Officer

**Position Summary:**
The American Feed Industry Association (AFIA) is the voice of the U.S. animal food industry, influencing policy and connecting people. This position sets the AFIA’s standard for exemplary member service and member experience. The responsibilities associated with this position include the identification and acquisition of new members as well as retention and servicing of current members, with an emphasis on setting the standard for member/customer service. The incumbent is anticipated to demonstrate effective prospecting and retention practices, contributing to the achievement of annual objectives related to new member acquisition and retention.

**Position Responsibilities:**

**Membership Development**
- Take an active leadership role in shaping, designing and implementing the association's membership program across all membership segments.
- Formulate a prioritized set of objectives for membership growth within specific industry segments, devise plans to achieve these objectives, and ensure successful plan implementation.
- Implement a sales process and engage in outreach efforts to secure new association members, aligning with association goals.
- Create and execute a marketing plan that effectively communicates the "member value" of AFIA to both current members and key external audiences, including assistance in developing promotional materials.
- Participate in industry events and conferences to connect with potential members and interact with existing ones.
- Manage the Board Membership and Engagement Advisory Team (BMEAT).

**Membership Retention & Engagement**
- Develop and consistently enhance a system for member involvement in the association, emphasizing retention through the acknowledgment of membership value.
- Oversee engagement scores in member profiles within the AMS, collaborating with the AFIA team on a strategy to boost participation among members with low engagement scores.
• Conduct exit interviews with members who choose not to renew their membership, aiming to identify and address any issues and gather insights for enhancing our membership program.
• Supervise the implementation of the member-to-member program.
• Update and administer the monthly staff courtesy call program.
• Conduct review calls or visits with association members 90 days after they join.
• Use all available resources to enrich the membership experience and ensure retention.
• Manage the annual membership dues renewal process in collaboration with the Membership Manager. Assist as needed with unpaid/aging membership invoices.

**Member Information Updating and Maintenance**
- Work with Membership Manager to assure membership database has most up-to-date member contact information.
- Assure all new member prospects are added to the membership database.
- Lead efforts to preserve and promote a culture of service to members throughout AFIA, integrate membership activities into all aspects of AFIA’s work, and advocate that AFIA’s annual goals, services and programs reflect AFIA’s commitment to understanding and increasing member value.
- Respond to inquiries from current and prospective members and track results.
- Contribute to the development of the annual budget and take accountability for managing membership dues income.

**Other Duties**
- Supervise membership manager, responsible for annual reviews and day-to-day management.
- Actively participate in the AFIA management team.
- Responsible for leading membership-related items in AFIA’s strategic plan.

**Tools/Software Used:**
The successful candidate will have experience with some or all the following:
- Microsoft 365 programs, including Word, Outlook, PowerPoint, Excel and Teams.
- Association management software (e.g., Association Anywhere).

**Qualifications:**
The ideal candidate will display exemplary soft skills in:
- **Communication Skills:** Clear and effective communication is paramount. This includes active listening, articulating ideas clearly and adapting communication style to different individuals.
- **Problem-Solving:** The membership role often involves addressing challenges and objections. A person with strong problem-solving skills can find creative solutions and overcome obstacles.
- **Resilience:** Rejection is part of membership sales. A resilient person can bounce back from setbacks, learn from them, and continue to pursue opportunities with a positive attitude.
• **Time Management:** Prioritizing tasks and managing time effectively is crucial. This role needs to balance lead generation, member meetings and administrative tasks efficiently.

• **Relationship Building:** Building and maintaining long-term relationships is vital for membership engagement and referrals. This involves cultivating trust, being reliable and demonstrating commitment.

• **Positive Attitude:** A positive attitude is contagious and can influence the member’s perception as well as those of your colleagues at AFIA.

• **Team Collaboration:** At AFIA, membership is a team effort. Collaborating with colleagues in the meetings and events team, communications team and legislative and regulatory team, sharing insights and working towards common goals contribute to overall success.

• **Networking:** Building and maintaining a network within the animal food industry can open doors to new opportunities and valuable connections.

• **Self-Motivation:** A self-motivated team member is driven to achieve targets, constantly seeks improvement, and takes initiative without constant supervision.

**Knowledge and Experience:**

- Bachelor’s degree in agribusiness or related degree.
- Three or more years of experience in animal food industry sales or marketing and business profitability management experience is desired.
- Demonstrated experience in association management system (or customer relationship management system); ideally with ACGI’s Association Anywhere.
- Strong planning and organization skills for the management of multi-tasks
- Ability to travel up to 40-50% of the time.
- Ideally based in Washington, DC area, with in-office approximately 2-3 days per week; optional fully remote pending experience.

**Support Resources Available:**

- Membership Manager (direct report)
- AFIA staff and membership
- Allied associations and related resource groups

**To Apply:**

Email a cover letter and resume to Sarah Novak (snovak@afia.org) with the subject line, “Application – AFIA Director of Membership and Engagement” by **July 5, 2024.**