

SOCMA POSITION DESCRIPTION

<u>Position:</u>	Manager, Membership & Marketing
<u>Reports To:</u>	Senior Director, Membership, Marketing & Communications
<u>Department/Unit:</u>	Membership, Marketing & Communications
<u>Date:</u>	May 2021

The Society of Chemical Manufacturers & Affiliates® (SOCMA) supports and fosters the growth of the specialty chemical industry by delivering legislative and regulatory advocacy, promoting the highest levels of safety, and strengthening business intelligence and manufacturing operations.

POSITION SUMMARY:

SOCMA seeks a creative and entrepreneurial professional interested in managing and executing membership marketing, recruitment and retention campaigns. This is new position within SOCMA and is ideal for a person with three to five years of non-profit or association management experience.

Working alongside the Senior Director, Membership, Marketing & Communications, the candidate will be mission driven, adaptable, dynamic and intellectually curious with strong analytical, writing and interpersonal skills. The candidate must be comfortable working across multiple departments to advance SOCMA's mission and vision and promote the association's programs and services to increase membership engagement.

The position may require travel to member companies and industry events.

DUTIES AND RESPONSIBILITIES:

Membership:

- Works collaboratively with the Senior Director, Membership, Marketing & Communications to develop and execute a proactive membership strategy to engage current and prospective members, meeting the association's membership directives and goals.
- Streamlines and manages the membership process through SOCMA's internal database, including crafting letters, emails and invoices, reporting updates to the Senior Director for follow-up with member companies.

- Maintains all data within the recruitment retention pipeline database, SOCMA database and online member directory, running reports and analytics to help drive outreach to current and prospective members.
- Manages new member onboarding program, including orientation and year-round engagement throughout the first year of membership, and participates in member and prospect outreach and retention calls.
- Updates board reports and presentations with membership metrics and highlights actionable trends for SOCMA departments.
- Monitors and replies to inquiries from potential SOCMA members and other outreach to the Membership Department, ensuring prompt responses to all inquiries.
- Communicates membership benefits, programs and services to both members and prospects.
- Coordinates with various department heads and prospective members to convert companies to membership status.

Marketing:

- Responsible for the development of branded collateral materials for member and prospect outreach, including presentations, email marketing, newsletters, brochures, applications, dues schedule, etc., that align with brand guidelines, rules and standards.
- Establishes key metrics for membership and marketing campaigns, ensuring outreach and retention efforts resonate with members and prospects.
- Supports the production of Specialty Insights, SOCMA's bi-annual publication, by collecting member news, highlighting thought leaders, advertising partners and managing the printing process.
- Works alongside the IT Department to update online membership materials and manage website SEO.
- Assists the Membership Committee in the development and implementation of marketing programs and materials to effectively recruit/retain members and prospects.
- Develops the strategy and implementation of marketing campaigns for all SOCMA products and services, including Commercial Services (Lead Sheets, Manufacturing Solutions Platform, Trade Show), Technical & Safety (Chemical Operations Training Tool, ChemStewards, Performance Improvement Awards), Advocacy, among others.

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated ability to successfully promote program products and services.
- Excellent organizational, problem-solving and business skills, especially in the areas of membership, sales, marketing and communication.
- Ability to research, collect and analyze membership data to understand membership needs and predict future opportunities, recognizing trends and making recommendations based on this data.
- Strong customer service skills.
- Excellent oral and written communication skills.
- Video editing skills preferred.
- Proficiency with Microsoft Office applications (Word, Excel, Outlook), as well familiarity with CRM system and marketing systems, such as Constant Contact, Hubspot or similar platforms.
- Ability to travel as needed for trade shows and association events.
- Knowledge of trade industry association membership preferred.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Business, Marketing, Communications, English, or related field.
- Minimum three to five years of relevant experience in membership, sales, or marketing.

APPLICATION PROCESS:

Interested candidates should submit a cover letter, resume, and salary requirements to the attention of:

SVP, Finance & Administration
Email: jobs@socma.org