



ASAM American Society of
Addiction Medicine

Position Description

Date: December 3, 2024
Position Title: Community Engagement Manager
Reports To: Director, Membership and Engagement
Status: Exempt

Position Summary: The Community Engagement Manager will serve as the primary point of contact for the online member communities. This role is responsible for driving engagement, managing community content, and ensuring seamless member experience. The successful candidate will collaborate with various departments to enhance member satisfaction and promote organizational goals through community initiatives and communications.

Responsibilities:

- Develop and implement marketing plans and editorial calendar for community engagement.
- Create compelling and shareable content for digital channels, including blog posts, newsletters, and social media platforms.
- Monitor and respond to member discussions, questions, and feedback in the online community.
- Plan and execute online community initiatives, programs, and events to drive engagement and retention.
- Oversee and analyze member engagement metrics and key performance indicators (KPIs) to inform strategy.
- Manage all aspects of the Member Connect Portal on the Higher Logic Online Community platform, including building and maintaining discussion forums, social features, events, and resource libraries.
- Design and deploy campaigns to foster participation within the online community, creating automation and personalization rules to encourage users to engage (e.g. join new groups or complete their user profiles)
- Build mechanisms to elevate topics, discussions and patterns of accomplishments within the online community
- Identify and empower community champions to encourage deeper member involvement.
- Provide training resources and guidelines for internal and external audiences regarding community usage and participation.
- Collaborate across departments to align community engagement with broader organizational goals.

- Ensure the technical functionality of the community platform, collaborating with vendors and internal teams to address and resolve issues as needed.
- Continually evaluate and refine the community strategy to maintain alignment with the organization's mission and growth objectives.

Required Qualifications

- 2+ years of experience with association membership online community strategy, engagement, and management.
- 2+ years of experience with association management systems and community platforms.
- Experience measuring and communicating benchmarks using key performance indicators.
- Strong written and verbal communication skills, with the ability to produce engaging, original content.
- Excellent interpersonal skills, with a focus on customer service and relationship building.
- Proficient with Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).

Desired Qualifications

- Bachelor's degree in communications, marketing, public relations, or a related field, or commensurate experience.
- Experience with Higher Logic community platform.
- Experience with MemberSuite or Rhythm AMS.
- Understanding of content marketing within a member-based organization.
- Active relationships with peer group(s) to support personal understanding of

Skills and Abilities:

- Effective organizational skills: setting priorities, coordinating and managing projects, and following up on assignments with minimal direction.
- Detailed oriented.
- Collaborator with positive outlook, enthusiastic energy, and ability to have fun with team members,

To Apply:

Please submit a resume and cover letter explaining your interest in this position and how your skills match the position to the following address:

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6592205

Recruiting Salary Range: \$58,000-\$63,000 (with a robust benefits package)

ASAM provides equal opportunity to all staff. No person shall be discriminated against because of race, color, religion, sex, national or ethnic origin, age, physical handicaps, marital status, sexual orientation, family responsibilities, political affiliation, or any other category that is protected by federal law or the laws of the Maryland.



ASAM is proud to be honored with the Sloan Award for Excellence in Workplace Effectiveness and Flexibility for its use of flexibility and other aspects of workplace effectiveness as a workplace strategy to increase business and employee success. ASAM was one of eight organizations and the only association to be recognized in the state of Maryland.