Position Description

Date:	November 9, 2026
Position Title:	Director, Membership & Engagement
Reports to:	Vice President, Governance & Membership
Status:	Exempt

Position Summary:
The Director, Membership and Engagement provides process and operational leadership for ASAM's membership function and is accountable for membership growth, retention, engagement, service delivery, and revenue performance. The Director leads and develops the membership team, translates member and market data into actionable strategies, and ensures that membership programs, processes, and systems consistently deliver a strong member experience.

This position requires a data-fluent association membership leader who can operate at both process and programmatic levels, establish clear priorities and accountability for the team, and partner effectively across departments.

Key Responsibilities:

Membership Growth & Retention

- Lead technical process for recruitment, onboarding, engagement, renewal, retention, reinstatement, and win-back strategies across member segments and career stages.
- Use ASAM's association management system (AMS), segmentation, market research, member feedback, and performance data to identify growth opportunities, strengthen the member value proposition, and improve conversion and retention.
- Provide input into annual membership goals, key performance indicators, and reporting metrics; evaluate performance and adjust strategies based on results.

Member Experience & Engagement

- Provide direction for member engagement initiatives, including online communities and targeted member experiences.
- Ensure membership communications, service standards, and engagement pathways are clear, consistent, and responsive to the needs of members and prospects.
- Promote a member-centered culture and ensure recurring member issues are identified, analyzed, and addressed through process or policy improvements.

Data, Systems & Performance Management

- Own the business requirements and functional effectiveness of membership processes within ASAM's AMS, while partnering with IT and AMS Provider on configuration, integrations, and technical administration.

- Ensure appropriate controls, documentation, and staff practices are in place to maintain accurate and reliable membership data.
- Build and maintain decision-ready membership dashboards and reports covering membership counts, recruitment, retention, renewals, revenue, engagement, and other key indicators.
- Analyze trends, identify risks and opportunities, and provide recommendations to VP of Governance & Membership.
- Use data to evaluate campaigns, member programs, dues structures and rates, and service delivery and to inform resource allocation and future planning.

Team Leadership & Management

- Partner with Marketing, Education, Meetings, Chapters, Governance, IT, Finance, and other teams to integrate membership priorities across the organization.
- After probationary period:
    - Lead, coach, train, and develop the membership team, establishing clear roles, priorities, performance standards, and accountability for results.
    - Create an effective team structure and workload model that supports timely member service, accurate processing, strong cross-training, escalation and continuity of operations.
    - Conduct regular performance management, provide timely feedback, address performance concerns, and support staff development and career growth.
- Ensure routine membership operations are appropriately delegated and documented, with the Director focused on oversight, escalation, continuous improvement, and outcomes.
- Promote a collaborative, solution-oriented culture, modeling effective communication, and cross-functional leadership.

Financial & Operational Management

- Develop and manage the membership budget, dues and revenue projections, and related expenses; monitor results and recommend corrective action when needed.
- Oversee annual renewal planning and execution, including business rules, member segmentation, billing readiness, staff preparation, exception handling, and post-renewal analysis.
- Ensure membership financial processes and reconciliations are completed accurately and on schedule in partnership with Finance.
- Manage membership-related vendors, platforms, and service providers as assigned, including performance expectations and contract deliverables.

Volunteer & Organizational Leadership

- Serve as the primary staff liaison to the Membership Council and support volunteers in developing informed recommendations and advancing approved priorities.
- Prepare clear, concise reports, presentations, and recommendations for senior leadership, councils, committees, and the Board as needed.
- Build strong relationships with members, volunteer leaders, chapters, external partners, and colleagues throughout the organization.
- Represent ASAM at meetings, conferences, exhibits, and other events as appropriate.

Required Qualifications & Experience

- Bachelor's degree, or an equivalent combination of education and progressively responsible experience.
- Minimum of 8 years of progressively responsible experience in membership, Minimum of 4 years of direct people-management experience, including demonstrated success leading, coaching, developing, and holding staff accountable for results.
- Proven success developing and executing membership recruitment, retention, engagement, or lifecycle strategies with measurable results.
- Deep expertise in association membership operations, business rules, renewal cycles, member service practices, and membership revenue models.
- Demonstrated ability to use data, dashboards, and performance metrics to identify trends, evaluate results, and make recommendations.
- Hands-on experience as a power user of Association Management Systems (AMS), CRM/database platforms, reporting tools, and related member technology
- Ability to define business requirements and work effectively with technical partners.
- Advanced Excel skills and demonstrated ability to work with large data sets, membership dashboards, and financial models.
- Excellent written, verbal, interpersonal, and presentation skills, including the ability to communicate with senior leaders and volunteer governance bodies.

Preferred Qualifications

- Certified Association Executive (CAE) credential.
- Experience in a medical, healthcare, scientific, or professional membership association.
- Experience with online community platforms, marketing automation, survey/member research tools, and business intelligence or visualization tools.
- Demonstrated experience developing and managing budgets, revenue forecasts, and financial performance.
- Experience with individual and group/organizational membership models and differentiated member segments.
- Experience with Rhythm association management system.
- Experience with Propfuel.
- Experience with Higher Logic.

Salary and Benefits:

Salary: $100,000 - $110,000 **Commensurate with experience.**

Benefits: Robust benefits, including 4 weeks (paid) parental leave, family health, vision, and dental benefits, 401(k) plan match. Flexible remote work arrangements available.

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=7226807

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.