



Navigating Shared Futures

Asia Society Career Opportunity

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Location: New York

Position: Membership Director - Code 2227

FSLA Exemption Status: Exempt

SUMMARY:

Founded in 1956, Asia Society's purpose is to navigate shared futures for Asia and the world across policy, arts and culture, education, sustainability, business, and technology. We provide a platform for dialogue and encourage a diversity of views as we try to find the most effective ways forward. Headquartered in New York City, the organization has 12 other Centers around the world, a global staff of 235, and an annual global operating budget in excess of \$44m.

The Membership Director will be a front-facing fundraiser responsible for helping to rebuild the Asia Society's membership program, creating an accelerated growth strategy, including a budget and timeline with measurable milestones and metrics. The strategy will incorporate active outreach, acquisition, retention and stewardship, including incentives and actions to move general members into higher levels of support and engagement. Working closely with the Prospect Researcher, this individual will build robust prospect pipelines, convert visitors to Asia Society's Head Quarters to members, and take the member through the membership journey for maximum retention and deep engagement.

This individual will plan and execute membership events and ensure that all member needs and inquiries are met in a timely manner. They will partner with key colleagues across Asia Society's core pillars: Policy/Business, Arts & Culture and education to maximize programs as a means to win and engage potential and existing members as a means to achieve the Asia Society's goal of growing and optimizing the membership program for Asia Society's New York Headquarters.

RESPONSIBILITIES:



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- Evaluate, develop and build the membership strategic plan and work in coordination with the Chief Development Officer to ensure the program supports and advances Asia Society's strategic plan.
- Develop and maintain annual budget for the membership program.
- Plan, coordinate, and implement lively and engaging member activities with special events team, such as previews, trips, behind the scenes, VIP experiences and other activities designed to encourage growth in membership.
- Work with the Communications department on membership marketing plan, including Member Preview invitations, general solicitation, promotions, and special event promotion. Deploy Marketing Cloud tools, as appropriate, including targeted online journeys.
- Write copy for member preview invitations, monthly membership emails, promotional materials, and membership related events on the website.
- Ensures and coaches front-line engagement managers at the highest level of customer service. Make sure that membership renewals are fulfilled prior to deadline dates, including acknowledgement (membership card with tax receipt).
- Ensure that all membership information is documented in the Salesforce CRM database.
- Provide monthly membership financial reports to the Finance office and monthly reports and dashboard information to the Director of Individual Giving and the CDO, if requested. Provide and present membership information reporting for Board Meetings and Annual Report.
- Work with Visitor Services to ensure proper training on membership program, policies and procedures, and strategies to increase on-site sales. Maintain visitor conversion rate reports. In coordination



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with Visitor Services, handle all membership requests, inquiries, or complaints on a timely basis.

- Plan and implement annual membership drive, direct mail, and email campaigns.
- Create and maintain membership mailing lists for member publications, invitations, etc.
- Train membership interns in database entry and membership processing. Oversee the activities and assignments of Membership interns and office volunteers.
- Other duties as assigned, including assistance with other Development projects and events when needed.

QUALIFICATIONS:

- Bachelor's Degree required, Master's Degree preferred in nonprofit administration, psychology, marketing, communications or related field. 7+ years related experience in areas of nonprofit, membership, development, sales or marketing.
- Detail-oriented, logical thinker who understands project scheduling, time management and leadership concepts.
- Must be discrete with a high level of confidentiality in maintaining membership information.
- Mature, enthusiastic and outgoing personality with high level of customer service and sales skills is critical.
- Must have excellent written and oral communication skills with the ability to interact and integrate with variety of people and develop positive relationships.
- Strong organizational skills, self-motivation, and attention to detail are necessary as well as



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creativity in acquiring, engaging and retaining members.

- This individual must have strong working knowledge of Microsoft Office/Office 365 (Word, Excel, Outlook, and PowerPoint) and CRM experience—Salesforce is preferred and Marketing Cloud is a plus.
- This individual should have experience working with mailing-houses, the bulk mail unit as well as printers, and graphic designers.

Asia Society offers a competitive salary, as well as a comprehensive benefits package. For benefits information please visit www.asiasociety.org/about/careers and click on "Employee Benefits" to view our full benefits summary.

HOW TO APPLY:

Please email your cover letter and resume indicating position reference code 2227 and salary requirements to: developmentopportunities@asiasociety.org.

Indicate job title in the subject line. Resumes without cover letters will not be accepted. No phone calls, please. Only those candidates considered for an interview will be contacted. Please regard your resume as having been received unless your email is bounced back.

Asia Society is an Equal Opportunity Employer.