The
Enrollment
Management
Association

Associate Director of
Member Success

Reports to:
Director of Member Success

Summary
Responsible for achieving specific targets related to member loyalty and retention. Manages new member onboarding and training. Retains current members by providing information on various services and answering daily service-related questions. Builds and nurtures member relationships by providing exceptional service to all of The Enrollment Management Association’s members. Proactively seeks ways in which to increase member touchpoints. Serves as Project Manager for various member success assignments/projects. Reports to the Director of Member Success.

Key Responsibilities
- **Portfolio Growth**
  - Execute a comprehensive regional member retention strategy that includes membership renewal campaigns
  - Respond to canceled members in order to examine possible reasons for cancellation
- **Number of Monthly Onboarding**
  - Execute a comprehensive regional member success strategy that includes member onboarding
- **Faster On-boarding**
  - Partner with EMA’s business development team to ensure successful handoff and onboarding of both new members and products and services.
  - Document all activities in the designated tracking system (i.e., CRM, Salesforce, etc.)
    - Maintain an active calendar of an average of 3 member meetings per day for relationship building and retention
- **Increase Product Usage:**
  - Provide support, training, and other strategies designed to delight the membership and to enhance customer engagement
- Develop expertise related to products and be proactive in reading updates and providing updates to members
- Serve as an EMA expert to members in the region to guide them through various product-related procedures and to educate them about enrollment management-related services

**Account Retention Rate:**
- Develop and deliver on quarterly forecasting of member retention identifying plans for members at risk
- Achieve regional member retention revenue goals through member engagement and other strategies

**Account Metrics & Research:**
- Achieve target Net Promoter Score to measure how likely members are to refer EMA to non-members
- Collect qualitative member feedback to measure input from the membership

**Improved Product Stickiness**
- Be a thought leader and resource for professional development and members in-region
- Manage a region of EMA members, consistently and proactively seeking opportunities to retain members, expand and upgrade opportunities for product adoption and usage

**Perform various member-related projects**
**Supports the overall goals of the department by performing duties as assigned**
**Support and contribute to a culture dedicated to superior customer service that exceeds expectations**
**Manage business-related travel; including appointment setting, travel and lodging accommodations, and scheduling (if applicable)**

**Qualifications**
- Must have sales and/or previous territory management experience.
- Knowledge of EMA products and services is helpful.
- Excellent relationship building skills.
- Knowledge of office practices, administration, marketing and customer service skills and techniques.
- Ability to coordinate and administer multi-faceted programs and projects.
- Strong verbal and written communication skills.
- Ability to multi-task and work independently, efficiently under deadline and deliver as expected.
- Excellent, articulate, personable and diplomatic customer service skills.
- Possess a positive, team-player attitude.
- Proficient in MS Office (Word, Excel, PowerPoint).
• Proven project management skills.
• Ability to establish and maintain good working relationships with other departments, member schools and organizations.
• Demonstrated organizational skills, time management, detail orientation, flexibility.
• Knowledge of CRM a plus.

TO APPLY: Candidates who share our passion for excellence are encouraged to send their resume and a cover letter (including salary requirements) to careers@enrollment.org. Please reference ADMS2021 in the subject line. No phone calls, please.