

<i>TITLE:</i>	<i>Membership Acquisition Lead</i>
<i>CLASS:</i>	Exempt, full-time.
<i>SUMMARY:</i>	<p>Come work with the world's largest model aviation association. The Academy of Model Aeronautics (AMA) is looking for someone to lead our membership acquisition efforts, all within the backdrop of an exciting and growing aeromodeling hobby! You will be responsible for developing and maintaining marketing/programming strategies to attract and gain new members to the association. You will manage online campaigns (Facebook, Google, Instagram, etc...), research market conditions, and develop and launch new acquisition campaigns. In addition to excellent benefits, you will regularly work with a great team to include within the communication, creative, business development, and membership departments.</p>
<i>RESPONSIBILITY:</i>	<p>Responsible for identifying and attracting new members to the association using advertising, promotions, and programs.</p> <p>Manage online campaigns to include creative and metrics with Google and social media.</p> <p>Develop and implement new plans to attract members.</p> <p>Regularly manage, analyze, and report data to track effectiveness and ROI on multiple concurrent campaigns and to adjust plans accordingly.</p> <p>Collaborate with staff on campaigns across all engagement channels to include social media, email, print, direct mail, and through our 2,400 clubs and partnerships.</p> <p>Performs other duties and responsibilities as assigned.</p>
<i>CREDENTIALS AND EXPERIENCE:</i>	<p>Four years of marketing, sales, or membership experience.</p> <p>Bachelor's degree in marketing, business, or related field preferred.</p> <p>Tech savvy to manage and evolve online campaigns with experience using analytics tools and paid online advertising platforms.</p> <p>ROI and metric driven with ability to provide reports and trends.</p> <p>Strong interpersonal skills and ability to collaborate with other departments.</p> <p>Willingness to travel and work with professionals from other firms.</p> <p>Effective written and oral communication skills.</p> <p>Membership association experience and aviation knowledge preferred.</p>