



Position Description

Position: Senior Manager Membership Development & Engagement

Department: Membership

Reports to: Vice President, Engagement

ABOUT DRI

DRI is the leading organization of defense attorneys and in-house counsel. Membership in DRI provides access to resources and tools for attorneys who strive to provide high-quality, balanced, and excellent service to their clients and corporations. DRI is host to 29 substantive law committees whose focus is to develop ongoing and critical dialogue about areas of practice. – members can search a database of more than 65,000 experts, attend renowned CLE seminars, conferences and webcasts, network with 16,000+ like-minded defense practitioners and more.

POSITION SUMMARY

The Senior Manager Membership Development & Engagement is charged with supporting the development of the organization's recruitment strategy leading to membership growth and increased engagement. The individual will collaborate with the Membership, Marketing and other related areas to ensure successful fulfillment of our strategy. The individual also supports the growth of our Enterprise and Corporate Membership initiatives. The position reports to the Vice President, Engagement.

KEY RESPONSIBILITIES

This position supervises the Membership Engagement Coordinator, directs their work, maintains management of their performance while serving as a mentor, aiding in their professional development. Key duties and responsibilities include, but are not limited to:

Membership Development & Engagement

- In collaboration with the Membership and Marketing teams, develop strategies and programs to drive aggressive membership goals for growth and to stimulate member engagement to support member retention.
- Identify opportunities to grow specific membership segments including DRI's new Enterprise Membership and Corporate Membership offerings.
- Continually seek new and innovative ways to deliver an excellent membership experience through improved processes and procedures, and tracking campaign effectiveness
- Assist with planning and execution of membership activities for DRI Seminars, and the DRI Annual Meeting (including the Annual Meeting First Timers Program)
- Serve as a membership expert, providing support on key membership resources
- Analyze and identify opportunities to growth the DRI Dividends (Engagement) Program and DRI Career Center.
- Partner with Membership Retention and SLDO Relations Manager to identify and target specific areas for growth and opportunities for research
- Support organizational initiatives working closely with all internal departments and numerous volunteers, including Regional Directors, the DRI Membership Committee and DRI State Reps
- Provide support for the Membership Inbox, as well as back-up customer service phone coverage as needed.



QUALIFICATIONS

- 5 to 7 years experience developing/managing successful membership or marketing programs
- Experience establishing effective relationships with volunteer leaders
- Bachelor's degree in Marketing, Business, Communications, or related area
- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Ability to act with integrity, professionalism, and confidentiality
- Strong knowledge of Microsoft office suite including – Excel, Word, and PowerPoint
- Proficiency with or the ability to quickly learn the AMS/CMS database (*iMIS experience a plus*)
- Ability to meet established deadlines, function efficiently under pressure and maintain a cordial and positive attitude when dealing with superiors, DRI volunteers, members, customers, and staff.
- Strong interpersonal skills to navigate high visibility with both internal and external customers.

WORKING CONDITIONS

- This position works 37.5 hours per week Monday through Friday around core business hours
- Prolonged periods of sitting at a desk and working on a computer
- Ability to travel up to 10%, including evening, and weekend meetings

EQUAL OPPORTUNITY EMPLOYER

DRI provides equal employment opportunity without regard to race, color, creed, gender and gender identity or expression, age, mental or physical disability, medical condition, including pregnancy and childbirth, religion, national origin, marital status, sexual orientation, ancestry, genetic information, political belief or activity, veteran or military discharge status, or any other basis protected by local, state, or federal law and regulations under Title VII.

The policy applies to all employment practices, including but not limited to recruitment, hiring, training and development, promotion, transfer, termination, layoff, compensation, benefits, social and recreational programs, and all other conditions and privileges of employment in accordance with applicable federal, state, and local laws.

BENEFITS

- Life Insurance
- Medical Insurance
 - PPO/HSA/HRA/HMO, Prescription Drug Program, and Prescription Drug Copay
 - Dental Insurance
 - Vision Insurance
 - Accidental and Critical Illness
- Short-Term and Long-Term Disability
- Employee Assistance Program
- Up to 15 vacation days per year, which accrue monthly
- Up to 12 sick days per year, which accrue monthly
- Up to two personal days per year
- 401k w/ Employer Match