

Manager, Member and Customer Engagement

The Manager, Member and Customer Engagement oversees WISPA membership, manages membership recruitment and retention, develops benefit programs and participates in organizing events that engage and grow the WISPA community. The position collaborates with WISPA's events and communications teams to improve member engagement. This position has a proactive, sales focus, and is crucial to ensuring that the WISPA member value proposition is clearly defined and communicated to current and prospective members. This position reports to the Vice President, Operations and Finance, and compensation will be a hybrid of fixed salary and commission.

Job Description

- Oversee the planning, execution and evolution of membership recruitment, onboarding, retention, and engagement initiatives. Identify, recommend, develop and implement new member programs and services with a goal of increasing member value.
- Oversee data management, including the collection and organization of accurate and relevant information pertaining to members, prospective members, membership renewal, and new member processing.
- Leverage publicly available data sources (e.g., FCC BEAD data) as well as commercially available data sources in the development of membership prospecting.
- Develop tools and feedback mechanisms to gauge member satisfaction. Solicit membership feedback and develop strategies for membership recruitment, retention, and engagement. Identify and develop strategies to retain at risk members, and to increase member retention.
- Produce regular and as-assigned membership reports (e.g., member totals, retention, trends, outstanding renewals, etc.).
- Create marketing campaigns to communicate benefits to members and prospects.
- Grow and maintain awareness of the membership practices of similar trade associations to identify possible best practices and identify prospective new member opportunities for WISPA. Identify emerging industry alignments for trade association collaboration and WISPA membership growth.
- Work closely with the Lead Event planner and Director of Sales to ensure cohesive messaging and branding align membership initiatives and overall organizational goals.
- Administer and grow the "Women of WISPA" program.
- Other duties as assigned.

Skills

- **Service orientation:** Unwavering commitment to serving member needs.
- **Sales:** strong track record of successful sales experience
- **Industry knowledge:** understanding of the telecommunications industry with specific knowledge of ISP business needs.
- **Initiative:** Emphasis on active outreach and engagement rather than reaction or response.
- **Availability:** Accountable for prompt engagement, matching the industry's pace.
- **Communication:** Excellent written and verbal communication skills.

- **Project Management:** Ability to manage multiple projects simultaneously, including projects with complex timelines and task interdependencies.
- **Creativity:** Innovative thinking to develop engaging recruitment and retention strategies.