

**MEMBER ENGAGEMENT MANAGER**  
**Sickle Cell Disease Association of America, Inc.**  
Job Description

The Sickle Cell Disease Association of America, Inc. (SCDAA) is a national advocacy organization, composed of 57+ Member Organizations (chapters) spanning 30 states. SCDAA works to resolve issues surrounding sickle cell disease and sickle cell trait. Since 1972, the organization has been on the forefront of improving the quality of health, life and services for individuals, families and communities affected by sickle cell disease and related conditions.

SCDAA seeks a Member Engagement Manager to manage their robust membership base by actively recruiting new members and retaining existing ones through engagement strategies, processing membership applications and renewals, maintaining accurate member data and providing excellent customer service to all members. This professional serves as the primary point of contact and ambassador/liaison for membership inquiries and concerns and will work closely with the SCDAA Board's Membership Committee Chair, the Director of Development and Stakeholder Engagement, and the CEO to promote membership benefits and drive recruitment initiatives. This position reports to the Director of Development and Stakeholder Engagement and works in accordance with the SCDAA By-Laws and related membership guidance documents.

**RESPONSIBILITIES**

**Membership Recruitment:**

- Support the development and implementation of targeted membership materials and recruitment campaigns across various channels (email, social media, events, etc.)
- Identify potential new members through outreach and via referrals from other member organizations
- Conduct presentations and information sessions about membership benefits
- Build relationships with key stakeholders and potential member organizations
- Recruit member organizations and participants for enrollment into specific SCDAA grants, projects, and events

**Membership Retention:**

- Manage member renewal process, including sending timely reminders and personalized communications
- Develop member engagement strategies such as webinars, networking events, and exclusive content
- Conduct member surveys to gather feedback and identify areas for improvement
- Implement targeted retention campaigns for at-risk members
- Build a robust benefits package
- Support Member organizations by providing information, coaching and technical guidance regarding capacity-building and/or membership compliance. Monitor and document progress
- Maintain and adhere to SCDAA By-Laws, SCDAA Policy and Procedure Manual, and other guidance documents. Perform other editorial and writing duties as assigned

**Membership Administration:**

- Maintain accurate membership database with member information, including contact details, payment history, and engagement levels
- Manage the membership components of the annual SCDAAs business meetings and annual events
- Process membership applications, renewals, and upgrades
- Generate membership reports and analyze key metrics to track membership growth, retention, and capacity development
- Provide an updated roster to the membership quarterly and as requested/needed
- Manage membership billing and collections
- Utilize CRM system for all the above. Create/develop reports on the status of members and/or membership utilizing and analyzing available data

#### **Member Services:**

- Respond promptly to member inquiries and address concerns with an emphasis on confidentiality
- Maintain communications with members: sharing information, educational materials, queries, requests, confirmations, volunteer opportunities, etc., on a regular basis, as needed and/or as directed
- Provide information about membership benefits and program details
- Coordinate member support services and resolve issues
- Provide technical assistance (via the SCDAAs Leadership Training Academy and other programming) to member organizations. This may include scheduling speakers, community outreach and advising member organizations on best practices in the areas of outreach, recruitment, and communications to best leverage the benefits provided to them through SCDAAs

#### **Communication and Development Support:**

- Under the direction of Development, collaborate to develop membership marketing materials and communications
- Contribute and/or solicit content for association publications and website related to membership updates and benefits

#### **Other Duties**

- Other duties as assigned

#### **REQUIRED SKILLS AND QUALIFICATIONS**

- Excellent communication and interpersonal skills
- Strong organizational and administrative abilities
- Proficiency with CRM systems and database management
- Experience with Development, marketing, and communications strategies
- Ability to analyze data and generate reports
- Customer service oriented with a focus on member satisfaction
- Ability to work independently and proactively to achieve goals, objectives and milestones

#### **SPECIAL KNOWLEDGE OR SKILLS**

- Demonstrated experience in an association environment with a focus on working with its members
- Some knowledge of sickle cell disease

- Proficient with Microsoft Office software including spreadsheets
- Results-oriented with a high level of attention to detail and ability to multi-task
- Ability to analyze incoming information and identify priorities
- Strong communication (oral and written), collaboration and organizational skills
- Knowledge and experience working with social media platforms
- Ability to prioritize inquiries and requests
- Proactive. Strong team player, conducts and maintains collegial relationship with staff and members; has positive “can do” attitude and is flexible
- Ability to travel as needed
- Ability to work well on their own, troubleshoot and resolve issues independently
- Ability to work under pressured conditions. (i.e., short timelines and multiple demands)

#### **EDUCATION AND EXPERIENCE**

- Three to five years of specialized experience with a non-profit organization in member services, preferably with a health or healthcare focus, or the equivalent
- Bachelor’s Degree required with a preferred focus on Membership/Association management, Marketing, or Communications, or the equivalent

Please note that this is a **hybrid position**. The ideal candidate will be capable of commuting to our office in Hanover, Maryland, several times a week. Individuals with demonstrated experience should forward their resume and a cover letter to [Info@sicklecelldisease.org](mailto:Info@sicklecelldisease.org) and put “Member Engagement Manager Submission” in the subject line.