



National Association for Campus Activities Position Description

Position Title:	Member Services Manager
Supervision Received:	Chief Operations Officer
Supervision Exercised:	None
Exemption Status:	Exempt

Basic Function

The Member Services Manager is responsible for executing the strategic plan and processes for membership growth and retention in the Association. Annual goals tied to retention and recruitment will be established for this position and the entire organization. Working closely with other staff to accomplish the goals will be imperative. This position may require participation in NACA Live, city-based Conferences, Institutes, Webinars, and any other deliverable service that members may participate in. Delivery of first-rate member and volunteer leader service and satisfaction is necessary. The role will assist with managing the Association's membership database.

Position Duties & Responsibilities:

- Assists in developing, planning, and executing organization's membership initiatives including prospecting, generating, qualifying, and processing potential leads.
- Provides direct communications with prospective members/sponsors through telephone, email, and other communication vehicles. Makes outgoing member/sponsor calls or cold calls to sell memberships, event registrations, advertising, sponsorships, and services.
- Develops appropriate messages, vehicles, and collateral to achieve targets in market penetration and new member acquisition. Fosters, develops, and communicates membership value and engagement opportunities to increase membership revenue.
- Assists in securing Association sponsorships and non-dues revenue.
- Oversees membership record maintenance and database; updates membership records; troubleshoots database errors/issues; and implements best practices in database usage and data auditing.
- Provides recommendations for recruitment, retention, and sponsorship strategies based on internal and external trends and market research.
- Develops reports on membership metrics.
- Develops, trains, and supports Association volunteers, as assigned.
- Attends NACA conferences and events (as needed) to foster and strengthen relationships with new and existing members.
- Other duties, as assigned.

Required Skills and Experience

Bachelor's degree; at least three years of related experience or equivalent education and experience, and strong sales management skills. Must have a proven ability to set and meet sales goals and deadlines. Provides exceptional internal and external customer service; demonstrates interpersonal relationships that inspire confidence, respect, and trust; recognizes the importance of volunteer leadership and participation; values diversity and has the ability to work with and understand people from all cultures, economic strata, and ethnic backgrounds; demonstrates literacy in the use of technology; demonstrates successful professional experience that is directly related to the requirements of the position.

Physical Demands

Ability to carry weight, move, transport boxes/marketing assets weighing up to 40 pounds for various event needs. Ability to travel independently, including air travel, navigating ground transportation, and occasionally driving a rental car.

**Office Location**

This position may be based at NACA's office in Columbia, SC or remote anywhere in the contiguous 48 states. It is the employee's responsibility to provide reliable internet capabilities for any work location outside of the Columbia, SC office.

Compensation & Benefits

- Competitive Salary, commensurate with experience
- Health, Dental, Vision, & Life Insurance and Flex Spending Account
- 401(k) Retirement Plan with up to 6% matching
- Comprehensive paid time off including annual, medical, and parental leave opportunities, as well as fourteen holidays.
- Hybrid/remote/flexible work schedule, with prior approval.

Pre-employment screening is required for this position, including a criminal background check, verification of academic credentials, licenses, certifications, and/or verification of work history.

To Apply

Submit a resume and cover letter to Jameson Root, CAE, Chief Operations Officer, jamesonr@naca.org.

About NACA

Founded in 1960, the National Association for Campus Activities (NACA) is a non-profit organization that empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities. NACA serves as the central hub for campus professionals, student leaders, entertainers, agents, vendors and other entities involved in the planning and execution of campus events and activities. The Association provides educational workshops and conferences, offers a range of professional development resources, networking opportunities, and maintains a database of vendors and performers.