



The ERISA Industry Committee

Driven By and For Large Employers

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Position Description -- Senior Director, Membership Development

About Us

The ERISA Industry Committee (ERIC) is a national business trade association representing the largest and most prestigious companies in the country on health, retirement, and compensation public policies at the federal, state, and local levels. Founded over 40 years ago, ERIC shapes public policy to support the ability of large employers in all industry sectors to offer employee benefits to workers and families across the country.

About the Position

The Senior Director of Membership Development sets the strategy and leads the efforts for the retention and recruitment of ERIC's large employer (corporate) members. The Senior Director works directly with corporate leaders who participate in ERIC membership or whose companies qualify to join, including making presentations on the value of ERIC membership. This is a small staff (9 FTE) environment, with the opportunity to be a hands-on leader who "gets things done". The Senior Director's role impacts three primary areas: membership development and retention, events and sponsorship, and administration of member services.

Key responsibilities

- Develops membership initiatives and marketing campaigns to build relationships with potential members and partners in support of ERIC mission, using traditional and new technology strategies
- Develops member engagement and retention strategies, along with measurement tools
- Implements the messaging and data strategy to recruit and retain members
- Engages with the ERIC policy team who advocates with government officials on behalf of ERIC members
- Works with the ERIC Board and key members to develop ERIC brand ambassadors
- Plays a key role working with the ERIC team on the twice-yearly DC-based Policy Conferences and various regional policy roundtables, including securing sponsorship support
- Manages Member Services Associate, overseeing administrative procedures related to membership
- Serves as the lead liaison to the ERIC Board's Nominating, Governance, and Membership Committee and the ERIC Advisory Council

Qualifications

- At least seven years of membership and marketing experience, preferably in business trade associations working with corporate members
- Demonstrated success obtaining and developing relationships with corporate executives to recruit and retain corporate members and to improve the membership experience and value
- Excellent communications, writing, and presentation skills, and the general ability to develop and deliver compelling pitches and messaging strategies
- Expertise in management of membership and marketing budgets and campaigns
- Ability to understand and discuss ERIC policy advocacy priorities with corporate executives
- Demonstrated creativity in the development of membership and marketing strategies and materials
- Experience with MatrixMaxx or other membership databases
- Ability to successfully manage multiple strategies and projects

ERIC is the only national association that advocates exclusively for large employers on health, retirement, and compensation public policies at the federal, state, and local levels.

Overall, the Senior Director, Membership Development should be a consummate professional who contributes at the strategic and tactical levels, represents the association in a professional manner, takes an energetic approach to contributing to the success of our organization and its mission, and who embraces collaboration and teamwork.

The Senior Director reports to the President and CEO, while supervising one FTE direct report. The position is based in Washington, DC, with limited domestic travel. Salary is commensurate with experience.

Please send resume, cover letter, and references to employment@eric.org, outlining both why you are qualified for this job and what you believe you could accomplish at ERIC.