**Position Description**

**Position: Manager, Member Communities and Communications**

**Status:** full-time, exempt

**Reports to:** Director of Member Services

**Key Function:** Responsible for developing member Communities and Divisions of Interest activities and communications with leadership and managing all member communications – including social media interactions.

 **Key Activities:**

* Effectively develop and manage the programs and activities for the ASA Communities and CSSA and SSSA Divisions of Interest. This includes working with the Societies leaders in developing community/division activities to increase value and involvement, communications, and leadership opportunities. Coordinate monthly community calls, produce the annual ASA Leadership Handbook, maintain all community terms in Protech, and assist with webpage development. Liaise with the leadership of the communities, sections, divisions, and Society leadership (as needed).

* Produce the bi-weekly Newsflash – two versions (one for ASA/CSSA/SSSA members; one for SSSA-only member), including: requesting news, writing/editing content, placing advertisements, uploading to web and distribution. Update/redesign as needed.
* The manager will coordinate member Social Media announcements and interactions – in all appropriate social media spaces.
* Manage member content across the websites, including writing and posting content, images, and links. This includes supporting other departments for news and announcements relevant to members.
* As requested, assist the various departments (meetings, publications, science policy) with member communications. Coordinate communications with the science communications department (which focuses on external audiences) to ensure synergies.
* Have responsibility for developing and updating membership materials, as needed, across a full spectrum of the Societies activities.
* Assist with outreach activities– including trade show arrangements and some travel/staffing booths to promote the Societies.
* Additional projects may be added in the future.

This position requires the Manager to work with members, leaders, and committees. Management of the programs also includes promotion, financial management, evaluation, and the use of technology for communications. The effective staff member will have a strong knowledge/understanding of diverse member group needs (or willingness to learn), understand and have experience with the opportunities that many different technologies present for effective communications, exhibit a high-level of attention to detail, demonstrated leadership skills, ability to prioritize, and ability to work with many different members, leaders, staff, and vendors to ensure successful programs. Be familiar with budgeting process and analyze program related expenses in order to develop recommendations on financial expenditures and cost effectiveness. Interface with all departments, working closely with staff and vendors. Perform project management related activities as assigned and needed to coordinate the development and implementation efforts. Utilize the appropriate technologies in the performance of the above duties. Assist with special projects as required.

**Qualifications**

**Education:** College degree in management and communications with a background in the agronomic/crop science/soil science/environmental sciences fields preferred.

**Experience:** Minimum of 3-5 years’ experience in membership engagement/communications, or association/non-profit experience preferred.

**Special Skills/**

**Knowledge:** Excellent written and verbal communication skills are required along with creativity for continuing development and of new programs and services. Demonstrated leadership skills are critical. Keen organization and project management skills are needed to prioritize and manage simultaneous, diverse assignments. Understanding of membership needs and web/electronic technologies for communications are a must. A strong work ethic, willingness to see projects through to completion, team-oriented attitude and flexible aptitude are valued in our fast-paced, continually changing environment.

**Abilities:** Ability to interact, establish and maintain effective working relationships with other staff, as

well as members, other Societies and vendors. The ideal candidate will be able to handle multiple project responsibilities and effectively plan short and long-term project implementation. In addition, they are able to work both independently and collaboratively with many different groups. Finally, this position requires a strong customer-service orientation.

**Location:** Madison, WI