

Title: Lead, Membership Engagement and Sponsorship Programs
Reports to: Chief Operations Officer
Job Type: Full Time
Location: Remote, with some travel expected for MAG events
Application: For consideration, [please submit applications here](#)

Job Summary

The Lead for Membership Engagement and Sponsorship Programs is responsible for all membership, sponsorship, and engagement program responsibilities including the development of strategic plans for growth, revenue-generating efforts, innovative strategies for member activation, and execution of program benefits and deliverables to support the MAG mission.

Responsibilities

Membership and Sponsorship

- Develop strategies to expand membership and annual sponsorship benefits to drive overall MAG growth
- Develop and manage membership and annual sponsorship revenue projections for annual budget planning and achieve budgeted revenue targets
- Develop, plan, and manage a comprehensive program for membership and annual sponsorship recruitment and retention programs
- Manage onboarding and offboarding for all members and sponsors
- Project lead for both member and sponsor benefit program evolution efforts
- Collaborate with communications team on all member and sponsor benefit program messaging
- Lead and drive data management for members/sponsor database
 - Monitor and maintain the integrity of the membership and sponsorship database
 - Analyze membership data, including retention/attrition rates, and identify trends and opportunities within the membership
 - Oversight of database records management and maintenance including reporting
- Oversight of the annual dues, renewal letters, billing and invoice processes for membership and annual sponsorship
- Conduct sponsor and member prospect research that aligns with the MAG mission
- General member support and customer service, including answering questions as well as addressing requests and concerns in a timely manner
- Assist with marketing and communications initiatives by authoring content to ensure all membership and annual sponsorship communications (website, MLC, MAG Insights, etc.) are current and accurate
- Ensure all membership policy requirements are implemented and existing membership status is communicated in a timely manner

Engagement Program

- Develop new programs and benefits to diversify and expand membership
- Create member leader orientations to facilitate a leadership ladder of activists into our membership committees
- Analyze membership engagement data to identify and monitor engagement activation rates and outreach opportunities
- Collaborate with the Conference team to enable and ensure requirements for engagement opportunities for both members and sponsors at conferences, webinars, and other events are being achieved

Committees

- Co-lead the Engagement Committee, focused on membership and annual sponsorship benefits and growth
- Recruit members to actively participate in the Engagement Committee
- Collaborate with the Education team to identify members' professional development needs in order to develop a targeted set of benefits, services, and resources
- Support all committee meetings with updates and reporting on membership and annual sponsorship as needed

Operational

- Assist with strategic projects as needed
- Oversee relationship with MAG's association management company in regards to membership and sponsorship activities
- Attend all MAG member and sponsor events including in-person or virtual conferences
- Represent MAG at industry events as requested
- Attend MAG Staff and Board of Directors meetings representing membership and annual sponsorship
- Meet deadlines established by supervisor and in the corporate and individual work plans
- Participate actively in the annual strategic planning process, including developing and executing individual work plans, as well as evaluating and providing feedback on plans as the year progresses
- Think creatively about ways to improve further his/her specific job and the organization
- Other duties assigned by supervisor related to the position.

Qualifications

- Bachelor's degree required with a degree in marketing, finance, or business administration preferred
- 3 to 5 years of experience leading a membership program or relevant experience; nonprofit experience preferred
- Strong leadership skills with the ability to motivate and influence others
- Outgoing and highly charismatic personality a must
- Ability to work independently and commitment to working with cross-functional teams



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- Ability to work at a fast pace with a high level of accuracy and attention to detail with proactive follow-through
- Highly organized and able to manage multiple ongoing projects
- Superior written, presentation, and oral communications and interpersonal skills
- Superior skills in relationship management
- Excellent skills with Microsoft Office Suite including Excel, Word, PowerPoint,
- Strong skills with data analytics
- Ability to travel as needed

MAG Employee Benefits

Interested candidates can view the current MAG Employee Benefits [here on our website.](#)

About the MAG

The Merchant Advisory Group (MAG) plays a vital role in helping merchants and the industry shape innovative approaches to payments. Providing unparalleled collaboration and networking opportunities for merchants and sponsors, the MAG collaborates with industry stakeholders and advocates for merchants' interests. The MAG represents over 150 U.S. merchants which account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online. Roughly \$3.5 Trillion of those sales and over 100 billion card payments

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status, or other protected status.

Driving **positive change and innovation** in the payments industry that serves the merchants interest through **collaboration, education, and advocacy.**

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