



MEMBERSHIP & MARKETING COORDINATOR

Reports To: Executive Director

Position Type: Exempt Professional

Hybrid: Current schedule is 3 days in office in West Houston; 2 days work-from-home unless required in office; some virtual and in-person events and meetings outside of business hours

Annual Compensation: \$60,000 - \$65,000 plus annual discretionary bonus

Benefits Package: includes 100% employer-paid healthcare and dental premiums, 21 days PTO, 5% 401K match and other benefits

Does this sound like you?

If you would enjoy working with a global community of professional energy negotiators (members of AIEN are commercial, legal and technical professionals) and a small and mighty, solutions-oriented team of Houston-based association professionals, read on. We seek a creative, attentive, well-organized, flexible self-starter with strong customer service and marketing skills. The candidate should be strategic, while also managing day-to-day membership and event marketing tasks.

Founded in 1981, the [Association of International Energy Negotiators](#) is an independent not-for-profit professional membership association that supports international energy negotiators around the world and enhances their effectiveness and professionalism in the international energy community.

The **Membership and Marketing Coordinator** is responsible for achieving AIEN's membership recruitment and retention goals, managing the association's social media platforms, and assisting with the implementation of marketing plans for the association's annual events, AIEN Foundation launch and other initiatives.

Job Summary:

This position is responsible for:

- achieving the Association's membership recruitment and retention goals
- engaging and supporting members
- helping to plan and implement marketing campaigns across the Association and Foundation
- supporting growth in regions
- collaborating across all activities with: Executive Director, Assistant Executive Director (AIEN's marketing lead), Signature Event Manager and Global Chapter Events Coordinator

Customer Service and Member Engagement:

- Support VP Membership and Membership Committee
- Coordinate membership campaigns:
 - Dues campaign mass communication to members (fall/spring)
 - Membership Challenge (winter/spring)
 - Leavers Campaign (fall/winter)
 - Surveys and Special Campaigns
 - First-year membership onboarding
- Serve as the primary point of contact for membership by responding to telephone and e-mail inquiries



- Process membership applications, membership renewals, and reinstatements promptly
- Create new members/applicant data reports for approval by the membership committee and Board of Directors on a monthly basis
- Maintain and update a highly accurate membership database, including creating new member records, updating existing records, reaching out to update contact information, and deleting duplicates
- Support lead generation for AIEN's foundation, Foundation of International Energy Negotiators, Inc (FIEN)
- Develop reports that provide statistical information on AIEN membership as well as recruitment and retention goals
- Other membership and marketing activity in support of AIEN's Strategic Plan

Membership Content Creation:

In collaboration with Assistant Executive Director (AIEN's Marketing lead):

- Develop and oversee production of all membership materials, including correspondence, prospect mailings, automated marketing campaigns, social media campaigns and special appeals
- Design and implement an automated onboarding email campaign for new members
- Design and implement an automated engagement email campaign for renewing members
- Develop outreach strategies for lapsed members
- Manage segmented email marketing campaigns, including template creation, content and inputting graphics as needed
- Monitor and update website
- Post regional event information in partnership with the Global Chapter Events Coordinator
- Collaborate on updates to the Association Management System

Social Media

- Develop strategy across all platforms
- Manage social media calendar
- Execute 2 – 10 social media posts weekly, in partnership with the Global Chapter Events Coordinator

Teamwork:

- Coordinate with the Global Chapter Events Coordinator to staff Houston Events, support Women Negotiators, Young Negotiators, New Energy Taskforces and Foundation growth
- Coordinate with the Manager, Signature Events, to support membership recruitment and engagement around each event. Develop strategies and create content
- Participate in process improvement initiatives across AIEN
- Work collaboratively with the team to assist with content creation for Signature events where needed.
- Other duties as assigned

Qualifications:

- Bachelor's Degree preferred (ideally in marketing, journalism, liberal arts)
- Minimum two years in membership, marketing and/or volunteer engagement



Demonstrated skills/experience required:

- Accountability
- Association/Non-Profit
- Collaboration
- Customer service
- Data analysis
- Deadline management
- Digital marketing
- Graphic design
- Time management
- Volunteer management
- Writing

Technical Skills:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.); MailChimp or other mass email software, Association Management Systems (MatrixMaxx preferred); WordPress, Google Analytics

How to Apply:

Interested applicants should send a cover letter, work samples and resume to Kirsten Schachter, Executive Director of AIEN at Kschachter@aien.org.