

POSITION DESCRIPTION MEMBERSHIP & MARKETING COORDINATOR

Organization Profile

The American Society of Baking (ASB) is celebrating 100 years of serving the grain-based food industry. For a century, we've fostered a full range of opportunities in continuing education and professional development dedicated to individuals in grain-based foods. Our network of bakers, engineers, service providers, food technologists and equipment/ingredient suppliers has stood the test of time - proving to be an invaluable resource to baked goods manufacturers of all sizes and facilitating growth of our \$87-billion-dollar industry.

Grain-based food production employs more than 330,000 hard-working Americans at more than 10,000 commercial baking facilities and high-volume retail bakeries. That's why we make it our duty to advance baking knowledge and innovation to our members and the industry at large. With our members' interest always at heart, ASB is proud to celebrate 100 years of service.

Position Description

The Membership & Marketing Coordinator is responsible for coordinating ASB's membership and marketing functions including recruitment, retention, and a variety of marketing communications. The role requires proficiency in marketing and project management skills with the desire to have real-world hands-on practical experience polishing your marketing abilities as you grow in the field. As the Membership & Marketing Coordinator, you will collaborate with industry leaders, external stakeholders, and ASB staff, gaining valuable experience and actively shaping the voice of the organization while building on its 100-years of success during this exciting new era.

We seek an entrepreneurial-spirited individual who thrives on engaging individuals to join a vibrant community focused on the baking industry. This role is also responsible for important recognition in support of industry contributions, engaging with industry association partners, monitoring and engaging on social media and students of food- and food-science related studies.

You will support individuals who are helping to feed the world and will impact their businesses, accelerate their careers, and ultimately improve their communities and organizations through the impact of education you develop and the events you plan.

Your primary role is interacting with members to understand their needs and ensure they receive value from participating in ASB.

Membership

- Coordinate membership services, including development and execution of recruitment efforts and retention strategies.

- Oversee the evergreen dues renewal process including updating invoices, statements, account codes, and other aspects of managing the technology in support of the automated system capabilities.
- Maintain the Membership database; including but not limited to updating current member contact details, entering new member profiles, eliminating duplicate accounts.
- Coordinate the SOP for membership benefit administration and order fulfillment.
- Serve as the Staff Liaison to the Membership & Marketing Committee providing administrative support. Prepare committee meeting agendas, communicate meeting details and other information to members, work with committee leaders to prepare for meetings and adhere to ASB policies, and record minutes and document revisions. Some travel is required for off-site committee meetings and training development.
- Prepare membership reports and track growth, retention, and engagement.
- Prepare and distribute the Annual Report. Coordinate Annual Meeting of Members, including the necessary announcements, as outlined in the By-laws.
- Serve as a back-up in event planning and logistics as needed; including but not limited to processing pre-conference registrations, promoting/selling sponsorships and exhibits, and supporting onsite registration process needs.

Marketing & Communications

- Support team in developing and implementing a variety of internal and external communications, including writing and editing newsletters, e-mail marketing, media releases, web content, and social media outreach.
- Coordinate ASB's social media channels based on the marketing strategy and editorial calendar including posting of graphics and copy, responding to posts, and re-sharing a defined list of partners' posts.
- Serve as the webmaster and primary contact for updates for all online communication channels.
- Conduct annual communication audit and provide executive summary with recommendations for improvement.
- Serve as the primary contact to the strategic marketing agency in coordinating all marketing activities including monthly digital newsletters, quarterly special member resource reminders, and distribution of media releases.
- Coordinate the fulfillment of special print-related projects or mailings.
- Monitor and market sales of brand-related merchandise (The Merch Store).

Awards Administration

- Manage the logistics for the Baking Hall of Fame, Rising Star awards and 50+ member recognition programs; including but not limited to updating the respective webpages, collecting and organizing nominations, and coordinating evaluation efforts.
- Serve as the Staff Liaison to the various Award Committees (currently 2) providing administrative support. Prepare committee meeting agendas, communicate meeting details and other information to members, work with committee leaders to prepare for meetings and adhere to ASB policies, and record minutes and document revisions. Some travel is required for off-site committee meetings and training development.

Overall Member Engagement

- Support additional projects as required to support ASB's strategic plan and operational objectives, working to ensure that all deadlines and output expectations are achieved.
- Contribute to the overall health and success of the organization in terms of teamwork, communication, recommendations for process improvements, proactive management, and support of ASB's defined operational objectives.

Attributes

Passion for membership organizations and a love of baking or the food industry in general.

Highly organized, with the ability to prioritize competing and multiple projects, and a heightened attention to detail and accuracy.

Excitement about thriving in a fast-paced, evolving workplace, and the ability to work well with a team.

Curiosity and inquisitiveness, a natural problem-solver with an entrepreneurial spirit.

Not only interested in but thrives learning and using new technologies to improve efficiencies, reduce costs, and enhance customer experience.

Work Environment, Salary, and Benefits

We are a small staff and supportive teammates; everyone pitches in, and we all truly enjoy working with one another. We have high expectations of each other and thrive in an environment centered around excellence and professionalism. We believe in flexibility and autonomy, and our culture is ambitious, positive, and results oriented.

We pride ourselves on being a flexible workplace that trusts our team members to do high quality work in a timely manner. We love our members and care about our team and their work life balance too. Professional development is an expectation of doing the job well.

Our staff has been fully remote since 2010 and we've recently invested in technology to better support collaboration and efficiency for our team members and the committees we serve. Although the position is fully remote, we love to gather as a team. Our new virtual HQ is in Carmel, Ind., a multi-cultural town with a hip city vibe north of Indianapolis.

Starting salary for this role is \$58-65k plus eligibility for a bonus up to 4% of annual salary.

Benefits include:

- ✓ \$3,500 annual health/wellness stipend offered in January each year after 6 months of employment.

- ✓ Flex-scheduling policy averaging 14 days paid company holidays, including the week off between Christmas and New Year; five days PTO days in the first year, and five additional days for every 5 years of employment up to 20.
- ✓ Monthly cell phone/internet stipend.
- ✓ Company-sponsored 401(K) plan with a 5% employer contribution.
- ✓ Annual professional development allowance

ASB seeks to model the diversity of the members we serve. As such, we strongly urge applications from all interested people without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression.

Qualifications & Position Requirements

Bachelor's degree and a minimum of 3 years of related work experience, or a combination of post-graduate education and internship/professional experience will be accepted.

Outstanding writing, editing, and verbal communication skills. Show us those creative tech skills too.

A degree in communications or marketing is preferred. Experience working with social media management software is highly desired. Feel free to share your observations about our current social media strategy and website design (and what you'd recommend) as part of your application.

Highly literate in word processing, spreadsheets, presentation software, database access, and electronic research. Experience working with various AMS and LMS systems is a plus, we currently use Community Brands/YM + Freestone. Let us know if you are experienced with either of these SAAS products.

Demonstrated project management experience, including the ability to successfully manage multiple projects simultaneously and adapt to changing deadlines and priorities in a fast-paced environment.

Experience managing volunteer-lead committees is a plus.

Must be authorized to work in the U.S.

Ability to travel independently as needed to support larger events (1-2 times per year)

Must be able to sit for 7-8 hours per day working at a computer performing detail-oriented tasks.