



Member Engagement Lead

Position Summary

The **Member Engagement Lead** is responsible for creating an exceptional member experience by engaging members throughout the entire Inform USA membership lifecycle, from recruitment and onboarding through, renewal, and retention.

This position serves as the primary connection between Inform USA and its members, ensuring members understand the value of their membership, feel connected to the broader Community Navigation community, and have opportunities to engage with Inform USA and one another.

The Lead is responsible for membership growth and retention, member communications and support, onboarding, community engagement, membership data, and the management and growth of Inform USA's online member community, The Connection.

This role requires someone who is highly relational and service-oriented while also being proactive, organized, data-driven, and comfortable being accountable for measurable membership growth and retention goals.

Essential Responsibilities

Member Experience & Engagement

- Serve as the primary point of contact for member questions, assistance, and support, providing timely, professional, and solutions-focused service.
- Develop strategies that strengthen the overall member experience and increase engagement with Inform USA programs, resources, and services.
- Build relationships with members to better understand their needs, challenges, and expectations.
- Proactively connect members with relevant Inform USA resources, education,

credentialing, events, and networking opportunities.

- Develop and coordinate member communications that keep members informed, engaged, and connected to Inform USA programs, opportunities, resources, and organizational updates.
- Manage Inform USA's social media presence, including developing and scheduling content, promoting programs and member accomplishments, and increasing engagement and visibility across appropriate platforms.
- Develop a consistent content calendar that coordinates member communications, social media, The Connection, events, education, and other organizational initiatives.
- Identify and share member stories, accomplishments, and examples of Community Navigation impact that strengthen connection and demonstrate the value of the Inform USA community.
- Develop and execute member onboarding and orientation programs that clearly communicate the value and benefits of membership.
- Plan and coordinate member engagement opportunities, including orientations, networking events, community conversations, and other member-focused activities.
- Regularly gather member feedback and use that information to recommend improvements to programs, services, and the member experience.
- Identify members who are becoming disengaged and proactively develop strategies to reconnect them.

Membership Growth & Recruitment

- Develop and execute ongoing strategies to grow Inform USA membership.
- Conduct proactive outreach to prospective members each week, including lapsed members, organizations that have engaged with Inform USA, and organizations that could benefit from membership.
- Research and identify organizations within and adjacent to the Community Navigation sector that represent potential membership opportunities.
- Maintain an active pipeline of prospective members and document outreach, follow-up, and outcomes.
- Develop campaigns and targeted outreach strategies for different segments of the Community Navigation sector.
- Follow up with non-member conference attendees, training participants, certification candidates, and other individuals or organizations that engage with Inform USA.
- Collaborate with other departments to develop effective membership recruitment campaigns and messaging.
- Track recruitment activity and conversion rates and adjust strategies based on results.
- Contribute to annual membership growth goals and targets.

Membership Renewal & Retention

- Lead Inform USA's annual membership renewal process.

- Develop and maintain a comprehensive renewal strategy, timeline, and communication plan.
 - Monitor renewal activity and proactively contact members approaching expiration.
 - Conduct personalized outreach to members who have not renewed to understand barriers and communicate membership value.
 - Track lapsed members and implement strategies for re-engagement and return.
 - Monitor retention trends and identify organizations or membership segments at greater risk of non-renewal.
 - Collaborate with leadership to identify opportunities to strengthen Inform USA's membership value proposition.
 - Track and report membership retention and renewal performance.
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The Connection – Online Member Community

- Manage and grow **The Connection** as Inform USA's primary online member community.
 - Ensure The Connection remains active, welcoming, relevant, and valuable to members.
 - Develop strategies to increase member participation, conversations, peer-to-peer connections, and resource sharing.
 - Create and maintain communities and discussion areas based on member interests and sector needs.
 - Regularly post content, questions, resources, announcements, and engagement opportunities.
 - Encourage staff, volunteer leaders, and members to contribute content and participate in discussions.
 - Welcome and engage new members within the platform.
 - Monitor community activity and respond to member questions and needs.
 - Analyze community engagement data and recommend strategies to increase participation.
 - Maintain platform content, member access, and community organization.
 - Stay current on platform functionality and identify new capabilities that could improve the member experience.
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Membership Systems & Data

- Maintain accurate membership records within Inform USA's Association Management System (AMS).
- Develop a strong working knowledge of the AMS and stay current on new functionality

and capabilities.

- Ensure membership data is accurate, complete, and consistently maintained.
 - Develop reports and dashboards that track membership growth, retention, engagement, and other key performance indicators.
 - Use membership data to identify trends, opportunities, and areas requiring additional attention.
 - Document membership processes and procedures to ensure consistency and continuity.
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Cross Functional Support

- Develop a comprehensive understanding of Inform USA's membership, education, events, standards, accreditation, certification, and other programs.
 - Collaborate with Credentialing, Education, Events, and leadership to create a cohesive member experience.
 - Participate in planning and execution of Inform USA conferences and member events.
 - Serve as staff liaison to assigned committees, councils, and member groups.
 - Represent Inform USA at conferences, meetings, and sector events as appropriate.
 - Support organizational initiatives and projects aligned with Inform USA's strategic priorities.
 - Assist with creating graphics for events, communications, and anything else needed for organization.
 - Other duties as assigned
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Success Measures

Success in this position will be measured by:

Membership Growth & Retention

- Total membership growth
- New members acquired
- Membership renewal rate
- Member retention rate
- Lapsed-member reactivation
- Prospect-to-member conversion rate

Member Engagement

- Member participation in programs and activities
- The Connection active-user and engagement rates
- Member orientation participation
- Member satisfaction
- Increased utilization of Inform USA benefits

Member Experience

- Responsiveness to member inquiries
- Successful onboarding of new members
- Resolution of member issues
- Member feedback and satisfaction trends

Operational Excellence

- Accuracy of membership data
 - Timely execution of renewal campaigns
 - Quality of membership reporting
 - Process improvements implemented
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What Makes Someone Successful

The successful Member Engagement Lead makes members feel like they are part of something—not simply that they have purchased a membership.

They understand that member experience begins before an organization joins Inform USA and continues through onboarding, engagement, renewal, and advocacy. They proactively build relationships, connect members with opportunities, create meaningful ways for members to connect with one another, and continuously look for organizations that should be part of the Inform USA community.

They combine exceptional service with measurable results by growing membership, increasing engagement, strengthening retention, and building a member community people don't want to leave.

Preferred Qualifications

- Experience in membership services, association management, customer/member

success, community engagement, or a related field.

- Experience using an Association Management System, CRM, or customer database.
- Demonstrated ability to develop relationships and provide exceptional customer service.
- Strong written and verbal communication skills.
- Experience managing organizational social media platforms, including content development, scheduling, engagement, and basic performance analytics.
- Excellent organizational skills with strong attention to detail.
- Demonstrated follow-through and accountability.
- Ability to manage multiple priorities independently in a remote environment.
- Comfort conducting proactive outreach to prospective and existing members.
- Experience working within Community Navigation, Information & Referral, health and human services, or a membership association.
- Experience developing membership recruitment, retention, or engagement campaigns.
- Experience managing an online member community or community engagement platform.
- Experience analyzing membership data and engagement trends.
- Familiarity with committee-driven or volunteer-led organizations.