

THE AMERICAN LAW INSTITUTE  
POSITION DESCRIPTION

JOB TITLE: Membership Communications Specialist

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DEPARTMENT: ALI

REPORTS TO: Membership Manager and Membership Director

FLSA STATUS: Exempt

DATE: July 2021

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SUMMARY: The Membership Communications Specialist will work under the direction of the Membership Manager and Membership Director to prepare materials for the Membership Committee meetings, distribute emails, maintain membership webpages, and to generally assist in performing all membership responsibilities.

ESSENTIAL DUTIES include the following. Other duties may be assigned.

1. Responsible for writing, editing, and proofreading, under the direction of the Membership Manager, the department's external Membership communications, including emails, letters, and brochures for various campaigns, quarterly newsletters, website content, and press releases.
2. Responsible to send all membership emails, including dues reminders via Informz. Analyzes and reports on email results by identifying successes, trends, and opportunities.
3. Works closely with Membership Coordinator to proof processed dues batches and to assist by processing dues batches when needed.
4. Communicates orally and in writing with members; responds promptly and courteously to their inquiries, referring them to other staff as appropriate.
5. Assists in coordinating and proofreading mass mailings (both print and electronic); oversees the preparation of, and proofreads all Membership lists for the Annual Report, Membership Directory, ALI's quarterly newsletter, and other publications, as well as the website.
6. Assists in coordinating Membership and Development operational activities as required, including, researching and preparing member and donor-prospect bios and profiles for meetings and new member calls.
7. Creates and maintains, together with the Membership Coordinator and Development Communication Specialist and under the direction of the Development and Membership Managers, a department calendar and Standard Operating Procedures Manual to document department policies and procedures including gift and dues accounting processes, and all other processes.
8. Under the direction of the Membership Manager, assists with scheduling, drafting agendas, and preparing materials and minutes for the Membership Committee, including the tracking

of new prospects, terminations, resignations, and dues waivers, as well as with administrating new member communications and welcome calls.

9. Responsible for assisting in all aspects of Annual Meeting administrative work, including preparing all necessary documents for CLE sign up, and staffing the Annual Meeting registration desk on-site.
10. Supports the Membership Director with the management of all Regional Advisory Group activities, and oversees the Regional Meetings and Events communications. Also distributes, collects, and compiles surveys and questionnaires utilizing electronic survey methods.

### REQUIRED QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The successful candidate should be detail orientated, self-motivated, independent, and able to work well with senior staff and ALI members, and must have:

- Excellent written and oral communication skills, with a strong attention to detail and exceptional proofreading/editing skills, as well as the ability to communicate clearly with ALI members, staff, and the general public.
- Previous experience working in a membership organization and a general understanding of legal and business concepts, or proven ability to learn quickly.
- Excellent organizational skills and ability to handle multiple priorities simultaneously.
- Willingness to be flexible and perform responsibilities not specifically identified in the job description and assume new responsibilities as the Department's needs change.
- The ability to work on a team as well as individually, to work on multiple projects under tight deadlines, to distill complex concepts, and to exercise good business judgment and diplomacy.

### TECHNICAL SKILLS:

Extensive knowledge of and experience in MS Office suite including Excel; experience in iMIS or other CRMs, database management, webpage editing, and Informz or other email marketing platforms.

### MATHEMATICAL ABILITY:

Must be competent in basic math and statistics skills, including the ability to calculate percentages, averages, and medians.

### EDUCATION and EXPERIENCE:

Bachelor's Degree with three or more years related experience.

**DISCLAIMER:** The information included in this position description is designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.