Title: Associate Director, Membership

Pay Scale Group: 18

Essential Function

Under general supervision from a designated administrator, responsible for planning, developing, and implementing marketing, public relations and membership operations for a department.

Characteristic Duties

- Plan, develop and implement marketing plan for a department. Provide input to and participate in overall division planning processes to integrate department with division plan. Coordinate with other University departments regarding marketing materials and support as needed.

- Direct public relations activities and supporting programs and materials such as the website, special events, etc.

- Oversee the daily operations of membership services and integrate with the marketing plan.

- Manage budgets and other resources for the functional areas assigned.

- May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with five (5) years experience; -OR- Associate’s degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in business administration, marketing or a related field. Experience must include at least three (3) years experience.

Last updated: January 2007