

American Radio Relay League Inc.
Job Description
Membership Marketing Analyst

Reports To: Senior Director of Marketing & Innovation

Classification: Exempt

Location: Newington, CT (On-Site)

Salary Range: \$80,000-\$90,000

Position Summary

The Membership Marketing Analyst combines direct marketing expertise and analytical skills to drive membership growth, engagement, retention, and renewal through data-driven marketing strategies and analytical insights. This role serves as ARRL's subject matter expert on membership marketing performance, member behavior, campaign effectiveness, and membership trends.

The Membership Marketing Analyst will partner closely with Marketing, IT, Membership Services, and senior leadership teams to translate membership data into actionable insights and marketing strategies that support ARRL's membership goals. The successful candidate will combine direct marketing expertise with strong analytical skills to improve member acquisition, increase retention, and maximize the effectiveness of membership marketing campaigns.

Essential Functions and Responsibilities

Membership Marketing Strategy

- Develop and execute multi-channel membership marketing campaigns focused on acquisition, engagement, renewal, retention, and reactivation of lapsed members.
- Identify target audiences and develop effective segmentation strategies to improve campaign performance.
- Manage direct marketing initiatives across email, direct mail, digital channels, telephone outreach, and in-person outreach.
- Evaluate campaign performance and recommend optimization strategies to improve response rates, conversion rates, and return on investment.
- Collaborate with internal stakeholders to develop and implement membership growth initiatives and promotional campaigns.
- Support the development of new member acquisition and member retention strategies aligned with organizational objectives.

Membership Analytics and Reporting

- Analyze membership performance, trends, retention rates, renewal behavior, acquisition sources, and member engagement metrics.
- Monitor and report on key membership performance indicators.
- Develop recurring reports, dashboards, forecasts, and executive-level summaries to support decision-making.
- Conduct campaign analysis and provide recommendations based on segmentation, response rates, conversion metrics, and ROI.

- Identify opportunities, risks, and emerging trends through trend analysis, forecasting, and other analytical techniques.

Membership Data, Reporting, and Business Intelligence

- Serve as the primary business owner and subject matter expert for membership data, reporting requirements, and membership marketing analytics.
- Partner with the IT Business Data Analyst to obtain, validate, and improve membership data, and define and improve reporting capabilities.
- Utilize Personify and Business Objects reporting tools to extract, analyze, and interpret membership information.
- Develop audience selections and campaign lists using membership and customer data, ensuring accurate targeting and appropriate campaign criteria.
- Identify data quality issues and work collaboratively to improve data accuracy and integrity.
- Develop and maintain reports, queries, dashboards, and other analytical outputs that support membership marketing and business objectives.

Cross-Functional Collaboration

- Work closely with Marketing, Membership Services, and leadership teams to develop data-informed marketing strategies.
- Translate analytical findings into clear business recommendations and actionable marketing initiatives.
- Support budgeting, forecasting, and strategic planning efforts related to membership marketing programs.
- Foster collaboration across departments to ensure alignment on membership growth and retention objectives.
- Perform other duties as assigned.

Performance Expectations

Success in this role will be measured by:

- Contribute to creating positive energy in a collaborative team atmosphere, showing excitement and pride in the team's work and being accountable for results.
- Develop and execute membership acquisition, renewal, retention, and reactivation campaigns that contribute to membership growth and revenue goals established by organizational leadership.
- Monitor and improve key membership performance indicators, including new member acquisition, renewal rates, retention rates, lapsed member recovery, and overall membership trends.
- Translate complex data into actionable analysis and recommendations that drive informed decision-making, improve campaign effectiveness, member engagement, and return on marketing investment.
- Utilize membership data to identify opportunities, risks, and emerging trends, and proactively recommend strategies to improve member acquisition and retention outcomes.

- Produce accurate, timely, and meaningful reports, dashboards, forecasts, and analyses that support operational and strategic decision-making.
- Maintain a high standard of data quality by identifying reporting discrepancies, data integrity issues, and opportunities for process improvements in partnership with IT and business stakeholders.
- Effectively collaborate with Marketing, Membership Services, IT, and organizational leadership to support membership initiatives and shared objectives.
- Demonstrate initiative, accountability, professionalism, and a commitment to continuous improvement in membership marketing performance with measurable results.

Qualifications

Education

Bachelor's degree in Marketing, Business, Data Analytics, or a related field, or equivalent professional experience.

Experience

- Minimum 5 years of experience in marketing, membership marketing, direct marketing, CRM marketing, or related analytical roles.
- Demonstrated experience developing and executing data-driven marketing campaigns.
- Experience analyzing campaign performance and applying insights to improve results.
- Experience with customer, membership, donor, subscriber, or CRM databases.
- Experience developing reports, dashboards, and business insights from large datasets.

Preferred Experience

- Association, nonprofit, membership organization, subscription-based business, or customer retention experience.
- Experience with Personify or similar Association Management Systems (AMS).
- Experience with Business Objects or comparable business intelligence and reporting tools.
- Experience with SQL or other data-querying tools.
- Familiarity with membership-based organizations.
- Familiarity with amateur radio.

Knowledge, Skills, and Abilities

- Strong understanding of direct marketing principles and customer/member lifecycle management.
- Advanced analytical and problem-solving skills.
- Ability to interpret data and translate findings into practical business recommendations.
- Strong reporting, dashboard creation, and data visualization skills.
- Proficiency in Microsoft Excel and Microsoft Office applications.
- Experience working with CRM, membership, or customer databases.
- Excellent written, verbal, presentation, and interpersonal communication skills.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Strong attention to detail and commitment to data accuracy.
- Self-motivated, collaborative, and results-oriented.

Physical Requirements

- Ability to sit or stand for extended periods.
- Frequent use of computer systems and office equipment.
- Ability to occasionally lift or move materials weighing up to 25 pounds.

Work Environment

- Office-based position located in Newington, Connecticut.
- Fast-paced, collaborative work environment.
- Occasional travel may be required.

Benefits

We offer a comprehensive benefits package that includes medical, dental, and vision insurance; Health Savings Account (HSA) and Flexible Spending Account (FSA) options; paid time off and paid holidays; and a 403(b) retirement savings plan.