



## **Position Description**

Title: Marketing and Membership Manager

Reports to: Director of The CAS Institute (iCAS), a subsidiary of the Casualty Actuarial Society (CAS).

Working closely with the Director of iCAS, the Marketing and Membership Manager will plan, direct, coordinate and administer iCAS's membership process. S/he will implement membership development strategies and renewal processes and will communicate the value and benefits of membership to members and potential members. S/he will work closely with the Director of iCAS to support and increase awareness and usage of iCAS services, resources, and education programs; respond to the needs of members; and enhance iCAS revenues through recruitment and membership outreach.

## **Main Responsibilities**

Duties and responsibilities include but are not limited to the following:

### *Marketing, Communications, and Outreach*

- Oversee creation of iCAS newsletters and coordinate with CAS Marketing and Communications staff to ensure outreach activities are represented in both traditional and social media.
- Develop outreach and recruitment marketing materials and strategies to attract new members and ensure membership renewal of current members.
- Manage and coordinate the production of promotional materials for various iCAS events, including seminars, conferences and other networking events.
- Manage and update the iCAS website, including implementing regular content updates and ensuring content is current.
- Support CAS Marketing and Communications staff in developing and implementing various materials, both electronic and hard copy.
- Facilitate and coordinate community of practice communications.

### *Membership Relations and Support*

- Serve as membership expert, providing support for iCAS members and volunteers and responding to all general enquiries.
- Coordinate and participate in regularly scheduled committee conference calls with volunteers and senior leadership, creating well-documented minutes for distribution.
- Manage and process experienced-based credential applications, ensuring credentials are awarded in accordance with the documented Experienced Practitioner Pathway (EPP) procedures.
- Work with the CAS Actuarial Resource Center to manage and update the iCAS membership database to ensure the accuracy of members' records while maintaining the overall integrity of the database.

- Analyze membership data and identify trends and opportunities to increase membership and retention.
- Promote value of membership, including communities of practice and continuing education and networking opportunities.

### **Required Experiences and Qualifications**

- Fully accredited, four-year undergraduate degree.
- Minimum of five years' of work experience, preferably in an association/non-profit organization.
- Strong written and verbal communication skills.
- Strong service orientation with the ability to work independently as well as part of a team.
- Proficiency in using e-mail, Microsoft Office suite (Word, Excel, PowerPoint).
- Strong interpersonal skills with the ability to communicate with senior-level business professionals.
- Experience in developing, implementing and evaluating membership outreach initiatives.

In addition, the following skills and experiences would be an advantage:

- Experience working with volunteers.
- Strong project management skills with a proven ability to plan, track and perform multiple tasks, manage multiple priorities and maintain consistent attention to detail.
- Experience using databases.

-----  
CAS offers competitive salary, excellent benefits including flexible working, and metro location.

For consideration, please send a cover letter, resume, 2 short writing samples (i.e copy of a newsletter or similar), and your salary requirements to Elizabeth Murray, HR Manager at [emurray@casact.org](mailto:emurray@casact.org).

The CAS is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, age, veteran status, disability, marital status, sexual orientation, citizenship status, genetic information, gender identity, or any other protected status under applicable law.

Job Type: Full-time