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**POSITION TITLE:** Manager, Member Relations  
**REPORTS TO:** VP, Member Relations

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**PURPOSE OF POSITION:**

The Manager, Member Relations is to develop and maintain good relationships with members (existing and new), sponsors & divisions as well as with prospective members and industry stakeholders to raise the AIA profile. This includes communicating on a regular basis with primary stakeholders to promote AIA, work in collaboration with executive directors to ensure an ongoing participation on division board meetings to share information and attend key industry events. The Manager, Member Relations will work collaboratively with the VP, Member Relations to develop and maintain such relationships, provide opportunities for value added activities and new member engagement, review programs to ensure we are delivering value-added for our members. This role is multi-dimensional, incorporating member relationships and engagement and division communications.

**TEAM MEMBER ACCOUNTABILITIES:**

- Understands how to contribute to team, department and associations' priorities and drives priorities with a sense of purpose;
- Collaborates across and within teams and builds strong relationships with stakeholders;
- Knows and clarifies what's expected, taking accountability to resolve problems and set high personal standards to deliver timely results in a changing environment;
- Keeps a positive attitude and reflects this in all undertakings;
- Demonstrates clarity, attention to detail and professionalism in order to add value and enhance the association's goals.

**JOB RESPONSIBILITIES:**

**Membership and Associate (Including The Automotive Service Associate Program - ASAP)**

- Provides oversight of the membership and not-yet-member and associate database (CRM) ensuring that individual member and organizational records are up to date and that the integrity of data is maintained;
- Manages the quality of own data input into the association's management system (AMS/CRM) and proactively helps identify risks and issues;
- Working with other departments, manages the implementation of the annual membership and associate renewal and recruitment campaigns including ensuring the timely production of data reports and recruitment materials, dispatching of invoices and related member and not-yet-member outreach;
- Responds to external and internal membership and associate related inquires, providing timely responses and information to members, not-yet-members, and staff;
- Collaborates with other departments on the development of membership and associate related collateral for member recruitment and retention;
- Conducts outreach to members to renew memberships and secure new members;
- Works closely with the membership coordinator to support the flow of day-to-day data and membership related activities, tasks and inquiries;
- Maintains strong relationships with all stakeholders throughout the supply chain;
- Works closely with the Events and Programs Manager to develop programs and opportunities to increase membership and engagement;
- Devises strategic plans to promote and engage membership at all levels of the supply chain.

## **Division relations**

- Acts as the liaison between the head office and the local divisions, other team players (specifically the executive directors) across the country, and builds and maintains relationships with divisions chairs by establishing regular contact and attending meetings as necessary (in person or via conference); this includes helping to develop meeting agendas, communicating National information and updates, as well as capture any follow-up action items;
- Provides support to divisions in their outreach activities;
- Acts as the main contact for the Ontario Division;
- Manages the development and implementation of the division engagement playbook, keeping it up to date and ensuring its ongoing communication and execution;
- Using the Green room, evaluates and tracks divisions engagement.
- Works closely with the divisions to ensure adequate attendance and engagement at AIA events;
- Acts as the liaison and main contact for YPA.

Other duties as assigned.

### **KNOWLEDGE AND EXPERIENCE:**

A minimum of 5 years work related experience with some management experience;

Proactive and outstanding communications and interpersonal skills;

Experience with stakeholder engagement plan development and activities;

Strong relationship skills

Bilingualism an asset

### **WORKING CONDITIONS:**

Moderate to extensive travel