

Member Impact Manager



The Member Impact Manager is responsible for creating materials and content for members and assisting with member events. The manager will work closely with the Communications department to create unique collateral for all member segments. The manager will be expected to communicate AHLA's value proposition through but not limited to web copy, email copy, social media posts, powerpoints and print materials. The manager will also be expected to assist the Conventions and Events department with coordinating and executing regional member events.

Responsibilities:

- Developing unique collateral and segmented membership materials to drive and reinforce member value proposition.
- Producing content promoting member engagement and awareness for AHLA's social media outlets.
- In collaboration with the Communications department, ensure content for member mailers, member facing materials such as website copy, PowerPoints and social media posts is created and effectively communicates AHLA's messages.
- Assist in organizing and facilitating member events.
- Assist in coordinating logistics and materials for industry events and shows where membership presence is needed.
- May be responsible to assist in managing account relationships with the team.
- Other duties as required.

Education and Experience:

- Bachelor's Degree required
- 3-5 years of content creation and or marketing experience
- Knowledge and or experience in the hospitality industry is preferred

Skills and Attributes:

- Excellent oral and written communication skills; team player, self-motivation, and position attitude.
- Ability to effectively write copy for marketing materials.
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Experience with using various marketing platforms.
- Customer service focused
- Team player with a high level of professionalism, self-motivation, and position attitude.
- Detail oriented individual with exceptional organizational and time management skills.

Other:

- Position based in the Washington DC
- Ability to travel 25%

To apply, send cover letter and resume to HR@AHLA.com