

American Radio Relay League Inc.
Job Description
Membership Marketing Analyst

Reports To: Senior Director of Marketing & Innovation

Classification: Exempt

Location: Newington, CT (On-Site)

Starting 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, Member 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, retention, renewal, and reactivation.
- Identify target audiences and apply segmentation strategies to improve campaign effectiveness and member growth.
- Collaborate with internal stakeholders to develop and implement membership growth initiatives aligned with organizational objectives.
- Evaluate campaign performance and recommend optimization strategies to improve response rates, conversions, and ROI.

Membership Analytics & Business Reporting

- Analyze membership trends, acquisition sources, retention rates, renewal behavior, and engagement metrics to support data-driven decision making.
- Develop and maintain dashboards, reports, forecasts, and executive summaries to monitor key performance indicators.
- Serve as the primary subject matter expert for membership data, reporting requirements, and marketing analytics.
- Utilize membership databases and reporting tools to extract, analyze, and interpret data, identify trends, and provide actionable recommendations.

Data Management & Cross-Functional Collaboration

- Develop audience selections and campaign lists to ensure accurate targeting and effective outreach.
- Partner with IT and other stakeholders to improve reporting capabilities, data quality, and data integrity.
- Translate analytical findings into business recommendations and marketing initiatives.
- Support budgeting, forecasting, strategic planning, and other membership-related initiatives.
- Perform other duties as assigned.

Performance Expectations

Success in this role will be measured by:

- Contribute to creating a positive energy and fostering a team atmosphere, showing excitement and pride in the team's work, and being accountable for results.
- Achievement of membership growth, retention, renewal, and revenue objectives through effective marketing strategies and campaigns.
- Delivery of actionable analysis and insights that improve decision-making, campaign performance, member engagement, and return on investment.
- Production of accurate, timely reporting, forecasting, and business intelligence while maintaining high standards of data quality and integrity.
- Effective collaboration with cross-functional stakeholders to support membership initiatives and organizational goals.

Qualifications

Education

Bachelor's degree in Marketing, Business, Data Analytics, or a related field; equivalent combination of education and experience will be considered.

Experience

- Five (5) or more years of experience in membership marketing, direct marketing, CRM marketing, marketing analytics, or a related field.
- Experience developing, executing, and evaluating data-driven marketing campaigns.
- Experience working with customer, membership, donor, subscriber, or CRM databases.
- Experience using data to develop reports, dashboards, insights, and recommendations that drive business results.

Preferred Experience

- Experience within an association, nonprofit, membership-based, subscription-based, or customer retention-focused organization.
- Experience with Personify or a comparable Association Management System (AMS).
- Experience with Business Objects, Power BI, Tableau, or similar business intelligence and reporting tools.
- Experience with SQL or other data-querying tools.
- Familiarity with amateur radio and ARRL's mission.

Knowledge, Skills, and Abilities

- Strong understanding of direct marketing, member/customer lifecycle management, and audience segmentation.
- Advanced analytical, problem-solving, and data visualization skills, with the ability to translate data into actionable business recommendations.
- Proficiency with Microsoft Excel and Microsoft Office applications.
- Excellent written, verbal, presentation, and interpersonal communication skills.
- Strong organizational skills with the ability to manage multiple priorities and meet deadlines.
- High attention to detail, commitment to data accuracy, and a collaborative, results-oriented approach.

Physical Requirements

- Ability to sit or stand for extended periods.
- 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.