



POSITION DESCRIPTION

The Aesthetic Society Manager, Membership Programs, Engagement, and Content Marketing www.theaestheticsociety.org

THE ORGANIZATION

Founded in 1967, The American Society for Aesthetic Plastic Surgery (d/b/a The Aesthetic Society) is recognized as the world's leading professional organization of ABPS board-certified plastic surgeons who are solely dedicated to the art, science, and safe practice of aesthetic surgery and cosmetic medicine of the face and body. Our members are recognized as Aesthetic Plastic Surgeons, to honor their many additional years of highly specialized training and their passionate commitment to their patients.

With over 3,000 members in the U.S., Canada, and many other countries, The Aesthetic Society is at the forefront of innovative aesthetic plastic surgery and medicine worldwide.

POSITION SUMMARY

This role sits at the heart of how The Aesthetic Society attracts, engages, and retains world-class aesthetic professionals. Your work will directly shape how each membership category experiences our value, strengthens loyalty, and fuels long-term growth. Reporting to the Managing Director of Business Development, with dotted line reporting to the Director of Communications, the Manager, Membership Programs, Engagement, and Content Marketing is responsible for ensuring alignment across all member-facing initiatives. You will architect differentiated membership journeys that highlight the unique value for each member segment—translating those insights into programs and campaigns that deepen retention and drive new membership revenue.

The Manager serves as the staff liaison for assigned committees, task forces, and special projects.

Approximately 15% travel is required.

Membership Growth, Retention, and Loyalty

- Design unique membership journeys tailored to each membership category, clearly articulating the value proposition for each group.
- Develop member engagement and retention programs that strengthen loyalty across all career stages.
- Create and execute marketing campaigns promoting membership value to both existing members and non-members to expand top-of-funnel activity.
- Partner cross-functionally to ensure consistent messaging and seamless experience across all touchpoints.
- Track performance metrics and optimize campaigns for growth, engagement, and retention.
- Develop and implement strategic initiatives to attract new members, increasing membership numbers in alignment with organizational goals.
- Identify and target prospective members through market research, partnerships, and innovative outreach strategies.

Data and Insights

- Analyze membership and sponsorship trends, engagement metrics, and program performance to inform strategy and decision-making.
- Prepare reports and presentations for leadership, highlighting key achievements and opportunities for growth.
- Leverage technology and CRM systems to streamline processes, track member journeys, and identify areas for improvement and growth.

Team Collaboration and Leadership

- Work cross-functionally with internal stakeholders to align membership goals with broader organizational objectives.
- Represent the organization at industry events, conferences, and meetings to promote membership opportunities and build relationships.

Qualifications:

- Bachelor's degree in marketing, communications, business or a related field.
- Experience in loyalty programs, membership marketing, audience segmentation, customer journeys, lifecycle marketing.
- Strong ability to translate member needs into compelling value propositions.
- Skilled in campaign development across email, digital, and social with strong CRM integration – Salesforce, Canva and Higher Logic experience is a +
- Data-driven mindset with experience measuring and optimizing engagement.
- Excellent communication and stakeholder collaboration skills.
- Strong, confident team player driven by results
- Thrives in an entrepreneurial, “roll-up-your-sleeves” environment
- Creative self-starter able to work both individually and as a member of collaborative teams
- Ability to interface and maintain effective relationships with all levels
- Project management skills and the ability to manage multiple priorities effectively.
- Excellent interpersonal, communication, and relationship-building skills.
- Strategic thinker with the ability to translate ideas into actionable plans.
- Proficiency in CRM systems, data analytics, MARCOM tools, and member engagement platforms.

Compensation and Benefits:

- Compensation will be commensurate with experience and industry standards
- Remote/Hybrid work flexibility
- Comprehensive benefits package, including health, vision, and dental insurance
- Paid time off
- Eligibility for additional rewards, including an annual bonus
- 401(k) retirement plan

INTERESTED APPLICANTS

Those interested in applying should email a resume and a cover letter outlining specific qualifications to:
apply@theaestheticsociety.org