

COMMUNITY ENGAGEMENT MANAGER POSITION DESCRIPTION

We are currently seeking a Community Engagement Manager! The Community Engagement Manager will provide primary support for prominent membership community segments (ACPN, PBES, FMC). This position requires a skilled manager and consensus builder who can promote cooperation, collaboration, and partnerships while advancing the core goals of the association. This position will specifically focus on evolving the membership experience and cultivating engagement from within the association's ecosystem. This role will be a key leader in implementing engagement strategies and cultivating a "sense of place" amongst these communities by managing the execution of community programs, aligning community goals and programs with Auto Care, and communicating benefits to existing and prospective members while also growing the communities' membership base. This position works with volunteer leadership and appropriate association staff to enhance member value.

This position can be performed remotely (within the United States, except California) and does require periodic travel to association events. The following are important elements for the position:

Professional Community Management

- Leads the development of strategies, and plans, to deliver value to two or three Auto Care Association communities, acting as the primary lead and contact for the specific communities.
- Oversee all administrative operations for assigned communities and work closely with relevant association staff to carry out community-related tasks to maximize member value.
- Serve as primary association contact for community members, directing them to appropriate association information, tools, benefits, events, and other resources.
- Serve as the primary representative for assigned communities to external stakeholders such as other industry associations, media, government entities, and the general public.
- Manage and lead community boards or other volunteer leadership groups to develop and execute strategic initiatives that serve present and future membership needs.
- In coordination with the community leadership; propose, develop, implement and regularly assess programs and ideas to enhance member engagement and maximize the efficient use of resources.
- Prepare and monitor community budgets to ensure alignment with Auto Care Association budget goals.
- Work closely with Community Engagement staff to recommend and implement consistent policies and procedures for assigned communities.
- Explore and cultivate opportunities for members within the professional communities.
- Lead programs and initiatives that serve existing and future community members.
- Serve as manager for community membership initiatives and focus on strengthening the value proposition of the Auto Care Association membership, such as committee leadership, mentorship programs, content creation, task forces, and special projects.
- Support collection and analysis of critical community data to inform strategic and operational decisions.

- Support the management of current membership benefit offerings while tracking their overall value and effectiveness.
- Manage community web presence including website and social media on multiple platforms.

Community Activities and Events

- Manage the programming and execution of professional community events while providing guidance on the needs and experiences of members for additional training and activities.
- Serve as primary liaison for community volunteer leadership (committees/subcommittees/work groups), including the strategic programming of conferences and supporting opportunities to engage the communities year-round.
- Support the development of new community engagement opportunities.
- Collaborate with meetings and events team to ensure meaningful experiences for the communities.
- Collaborate with the communications team to generate and solicit sponsorship opportunities.
- Collaborate with the membership department to develop member strategies to grow communities.
- Collaborate with internal teams to manage diversity, equity, and inclusion efforts within our professional communities.
- Collaborate with the communications team to integrate membership messaging and related community outreach.

Qualifications

- 3-5 years of relevant people and project management, including management of volunteers/stakeholders (within an Association a plus).
- 3+ years of experience in content and program management.
- 3-5 years of automotive product content management experience.
- Demonstrated leadership skills and knowledge of strategic planning for volunteer organizations and/or trade associations.
- Demonstrated ability to lead change in a complex, diverse organization including the ability to influence and negotiate.
- Experience building, managing, and monitoring projects to achieve performance goals.
- Experience with the development and tracking of key performance indicators.
- Strong writing, editing, and oral presentation skills.
- Proficiency in budget development and monitoring.
- Proficiency with Microsoft Office applications and related professional applications.
- Experience with planning and managing multiple projects simultaneously while maintaining high customer service standards.
- A forward-thinking attitude with an innate ability to lean into change.
- Organized, self-directed, detail and deadline oriented.
- Commitment to, and passion for, Auto Care Association's mission of building these communities.

- Endless curiosity.
- Ability to travel up to 15-20% as necessary.
- Prior experience with Adestra, Impexium or similar AMS a plus.

The Auto Care Association is the voice for the auto care industry—a coast-to-coast network of 500,000 independent manufacturers, distributors, parts stores and repair shops offering quality, choice and innovation for drivers. The Auto Care Association keeps its members ahead of the curve so they can continue to serve every kind of vehicle on the road today—providing parts and services designed to make vehicles last longer, perform better and keep drivers safer.

At Auto Care Association, we recognize and appreciate that each employee's unique experiences, perspectives, and viewpoints add value to our ability to create and deliver the best possible service, technical assistance, and research to members and partners.

Our Core Values of Teamwork, Curiosity, Integrity, and Fun (TCIF) help to create an environment where all employees feel valued, included, and empowered to do their best work, and bring great ideas to the table.

We operate as one team, accountable to one another and grow stronger by sharing knowledge, collaborating, and working toward common goals. We embrace change and constantly strive to be better through seeking out information and learning from one other. We lead by example and do what's right, even when no one is looking. We also very much enjoy our time at work by creating opportunities to have fun and develop friendships.

If you are a dynamic professional with shared beliefs and the above qualifications, we would like to hear from you.

Please send your resume and cover letter to: Lea Diamond, Vice President of People Operations at autocarejobs@autocare.org.