



## 【Event Management】 Member Activation Manager

### Global Event Marketing Agency

#### Job Information

**Hiring Company**

MCI Group Asia Pacific Pte Ltd

**Job ID**

1543671

**Division**

AMC - Association Management & Consultancy

**Industry**

Other (IT, Internet, Gaming)

**Job Type**

Part-time

**Location**

Japan

**Salary**

5.5 million yen ~ Negotiable, based on experience

**Work Hours**

9:00 - 18:00

**Holidays**

Follow the Japanese holiday calendar

**Refreshed**

December 16th, 2025 01:00

#### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

Permission to work in Japan required

#### Job Description

**THE OPPORTUNITY**

The Member Activation Manager plays a pivotal role in driving engagement and enhancing overall member experience.

You will execute initiatives aimed at activating, retaining, and maximizing the value of our members. Collaborate closely with various teams within the association to develop innovative programmes and campaigns that resonate with our diverse

membership base.

## THE WORK

### Membership Activation [50%]

- Develop activation strategies to activate new members and re-engage existing ones, ensuring an elevated level of participation and satisfaction.
- Implement targeted communication strategies to reach out to members through various channels, including email, social media, and events to promote engagement opportunities and gather feedback.
- Conduct research and identify speakers from HQ sources and be up to date with subject trends in each country.

### Strategic Support and Execution [40%]

- Use data analytics tools to track member engagement metrics, analyse trends and identify opportunities for improvement in activation and retention strategies.
- Attend related activities, such as conference and seminars, and provide feedback and information on market and creative trends.
- Work closely with cross functional teams to ensure alignment and integration of member activation efforts with overall organizational goals.
- Work with IMA US team and other internal colleagues to meet customer needs.
- Collaborate with IMA global team for marketing and communication, key account development, academic relationships, CMA exam, and administrative duties.
- Analysis of customer research, current market trend, conditions, and competitor information.

### Administrative Support [10%]

- Work with internal and/or external stakeholders on event planning, executing and logistics requirements for events.
- Perform special projects and other duties as assigned by management.

## THE CONNECTION

- The Member Activation Manager reports to the Director and works closely with the AMC team internally.

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## Required Skills

### THE MUST HAVE

- Must be comfortable working in a fully remote setting.
- Flexible and adaptable to working in different time zones.

### THE GOOD TO HAVE

- Diploma/Degree in accounting, business management, marketing, mass communication or event management with a minimum of 5 years or above work experience in a similar capacity or regional business development/sales position.
- Proven experience in membership management, customer engagement, regional business development/sales or related roles, preferably within an association or non-profit organization.
- Self-starter who can set priorities and work well independently in a virtual team.
- Strong analytical skills with the ability to interpret data and translate insights into actionable strategies.
- Excellent communication and interpersonal skills, with the ability to build rapport with diverse stakeholders and effectively convey the value of membership.
- Creative thinker with a passion for developing innovative solutions to engage and retain members.
- Qualified candidates must be fluent in English, with strong written, oral communication and presentation skills. Proficient in other Southeast Asia languages, is a plus to liaise with the associates.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) required.
- Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
- Ability to be very detail oriented.

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## Company Description