

**【Event Management】 Member Activation Manager****Global Event Marketing Agency****募集職種****採用企業名**

MCI Group Asia Pacific Pte Ltd

求人ID

1543671

部署名

AMC - Association Management & Consultancy

業種

その他（IT・インターネット・ゲーム）

雇用形態

パートタイム

勤務地

日本

給与

550万円～経験考慮の上、応相談

勤務時間

9:00 - 18:00

休日・休暇

Follow the Japanese holiday calendar

更新日

2025年07月29日 00:00

応募必要条件**職務経験**

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

流暢

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可が必要です

募集要項**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.

スキル・資格

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.

会社説明