



## **MAAA Member Services Position Description**

### **Position overview:**

The Member Services Officer (MSO) is an important member of the MAAA team, responsible for helping to maintain current membership and ensure the sport attracts new and varied members into the future.

The MSO reports to the MAAA Executive and MAAA Council.

The MSO is expected to:

- Act in the best interest of the MAAA at all times
- Undertake the role in good faith and honesty upholding the confidentiality of members

The MSO role is split into a number of key areas: online delivery, membership growth, member support and development.

**Background:** The MSO position was created in 2023 to support and promote MAAA Memberships. The MSO is effectively a “voice for members” to the MAAA Executive.

### **Key responsibilities:**

- 1) Online Delivery: Social Media: Develop social media content with a mix of promotional, informative, and engaging posts. Respond to social media enquiries.
- 2) Monitor social media content for inappropriate comments / messages and respond appropriately.
- 3) Provide recommendations to MAAA Executive on social media campaigns
- 4) Implement targeted social media campaigns
- 5) Track and report on the results of any social media campaigns

### **Online Delivery: Other:**

- 1) Source and develop content for the MAAA website that is either promotional, informative or developed for content or membership retention/attraction.
- 2) Source and develop content for the MAAA Wingspan magazine that is either promotional, informative or developed for content or membership retention/attraction.

### **Membership growth:**

- 1) Source and develop ideas that can be implemented by the MAAA to increase membership numbers

### **Member support:**

- 1) Source and develop ideas that can be implemented by the MAAA to sustain membership numbers
- 2) Provide advice to the MAAA Executive on programs that would assist members

- 4.) Oversee and implement the MAAAs Club Activity Program
- 5.) Report to the MAAA Executive on a monthly basis
- 6.) Other duties and responsibilities as may be assigned from time to time.

**Ideal traits:**

- Excellent communication skills
- Reasonable computer skills
- Previous experience in marketing / promotion
- Ability to create online content targeted at specific demographics
- Ability to attend evening meetings

**Remuneration:**

An honorarium for this position is set at the annual MAAA Conference.

**Application:**

This a 12-month position.

Candidates will be appointed at the annual MAAA Conference.