



## Intelligent Transportation Society of America

### Senior Manager, Member Engagement

**Salary range:** \$75,000 - \$85,000

**Location:** Washington D.C./Hybrid Schedule

**FLSA classification:** Full-time exempt

**Reports to:** Vice President, Membership and Operations

#### **Who We Are:**

For more than 30 years, the Intelligent Transportation Society of America (ITS America) has been a leading nonprofit uniting government, industry, and academia to champion policies and investments that make our transportation systems safer, more innovative, and more efficient. We work with agencies and industry leaders to advance technology-driven solutions that improve how people and goods move—enhancing quality of life, supporting a thriving economy, and maintaining America’s global competitiveness.

ITS America offers full benefits, a flexible hybrid work environment, and varied opportunities for coaching, mentoring, and development. We are a dynamic, innovative working environment focused on trust, accountability, and building a true sense of team.

#### **Position Summary**

The Senior Manager of Member Engagement is responsible for driving member engagement, renewal & retention, that strengthen ITS America’s growing member community. This position plays a key role in ensuring members realize the full value of their membership through proactive relationship management, delivery of benefits, and cross-collaboration with internal teams to elevate the member experience while providing exceptional customer service.

#### **Primary Responsibilities**

##### **1. Member Engagement and Retention (55%)**

- Serve as the primary relationship manager for member accounts, fostering strong engagement throughout the membership cycle.
- Serve as a primary point of contact for member inquiries and support, including via email and telephone, ensuring timely and accurate responses.
- Work with the ITS America’s Policy Department to develop and implement engagement strategies to connect members with ITS America committees, working groups, and exclusive programs.



- Use data insights and industry trends to recommend and implement strategies for engagement and retention.
- Participate on onboarding orientations to help new members maximize their benefits.
- Work with the ITS America's Communications & Marketing Department to ensure members are welcomed, added to website, and all members are listed and updated on the website.
- With guidance from the Vice President of Membership and Operations, track member participation and engagement data to identify at-risk accounts and implement proactive retention strategies.
- With guidance from the Vice President of Membership and Operations, lead the end-to-end membership renewal cycle by developing renewal messaging, executing outreach/reminder campaigns, and managing timely follow-ups to drive retention.
- Partner with the ITS America's Finance and Operations departments to manage member billing, payment processing, and reconciliation, ensuring invoices are accurate and membership revenue, payments, and account records are received, applied, and recorded correctly.
- Manage the Membership inbox, ensuring member inquiries receive timely and professional responses.
- Manage the data hygiene within the CRM (Fonteva/Salesforce) to ensure accurate and complete member information.
- Generate reports on membership engagement, renewals, and other key performance indicators as needed.
- Work closely with the database vendor(s) on submitting and monitoring support tickets to ensure that they are completed in a timely manner.
- Work with other ITS America staff to review and make recommendations for database improvements.
- Create and/or edit customer profiles within the CRM for existing members of the association.
- Maintain communication and activity logs within the CRM.

## **2. Member Webinars (20%)**

- With guidance, manage ITS America's Member Webinar program. Including coordinating with members on overall planning, collecting key details from the member for the webinar, and managing all logistics of completing the member webinar.
- Work with the ITS America's Communications and Marketing Department to market and promote member webinars to boost registration and to ensure promotion across social media platforms.
- Work with ITS America's Communication and Marketing Department to ensure recorded webinars are posted to the ITS America website.
- Work collaboratively with ITS America's Programs and Policy departments to review and approve webinar topics and ensure webinar topics align with ITS America mission and strategic vision.



### **3. State Chapters Management (20%)**

- Serve as staff liaison to ITS America State Chapters and the State Chapters Council. Lead and facilitate monthly meetings and additional programming.
- Establish and maintain an updated State Chapter roster, attend monthly calls, and take meeting minutes.
- Coordinate and schedule State Chapter monthly meetings and quarterly State Chapter policy update calls.
- Collect and manage requests from State Chapters for speaking opportunities at their events, coordinating with the Senior Vice President of Member Engagement and Operations to confirm approvals and determine appropriate representatives.
- Support communication and alignment between State Chapters activities to ensure consistency in messaging and member engagement.

### **4. Coaching, Growth, and Development (5%)**

- Work with supervisor, mentor, and sponsor regularly to ensure career goals are developed and advanced, receive feedback on performance, and participate in training and development opportunities.
- Plan time for innovation, reading, brainstorming, and creative problem solving to support the organization and the position needs.

### **5. Other Duties as Assigned**

#### **Basic Qualifications**

- Bachelor's degree or equivalent.
- 3+ years of experience and background in customer service, membership relationship management, and client engagement

#### **Preferred Qualifications**

- Proficiency with association management systems (AMS), CRM platforms, and data analytics, (preferable Salesforce/Fonteva) and strong user support and process-improvement skills.
- Critical thinker with the ability to connect the dots across data, member feedback, and organizational priorities to inform action.
- Strong problem-solving skills anticipates member needs and proposes practical, service-oriented solutions.

#### **Abilities**

- Excellent organizational skills and ability to multi-task.
- Demonstrated ability to manage multiple projects of various sizes and consistently meet deadlines.
- Excellent verbal and written communications skills with ability to message ITS America's Mission and Vision to current members
- Team player and collaborator.
- Proven skills in customer service, networking, building relationships, and stakeholder outreach and engagement.



- Ability to work with all levels of expertise, from entry-level professionals to corporate executives.
- Proficiency in Microsoft Office Suite.
- Must be a self-starter, highly organized, detail-oriented, and able to work well with all members of the organization.
- Interest in learning about the transportation and technology industries served by our members and an enthusiasm for emerging technology. Curiosity to learn about complex technology with the ability to communicate complex technologies in plain language
- Ability to promptly, accurately and respond to member inquiries professionally, including ability to communicate and interact with executives and senior officials
- Excellent interpersonal skills with the ability to build lasting relationships
- Ability to present information to wide audiences
- Ability to travel to association and industry meetings and events

### **Travel Requirements**

- Expected travel to national conferences and in-person forums several times a year not to exceed 10% of time.

### **Physical Demands**

- Tasks involve some physical effort, including light to moderate standing and walking, frequent light lifting (up to 15lb.), and minimal dexterity in the use of fingers, limbs, or body in the operation of routine office equipment. Tasks may involve extended periods of time at a computer to perform the majority of the work.
- Extended period of sitting at a workstation or desk. Manual dexterity to work efficiently on computer keyboard for data entry and use other electronics and equipment routinely found in a professional office setting.
- Task requires:
  - Sound perception and discrimination
  - Visual perception and discrimination
  - Oral communications ability

### **Work Environment**

ITS America has a hybrid work schedule. All employees are responsible for their own safety, as well as that of others in the workplace. To help us maintain a safe workplace, everyone must be safety-conscious at all times. This position is performed in a typical office environment where the noise level is usually quiet to moderate. Work may occasionally be performed in public setting or venue such as conferences or workshops where moderate to loud noise from multiple ongoing conversations and presentations may be simultaneously occurring. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and vehicles. Safe use of equipment, as well as safe practices while on ITS America or Customer property is essential.



### **Disability Specification**

ITS America will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and its amendments as well as other applicable local and state employment and disability laws. ITS America is an Equal Opportunity Employer (EOE)

### **Other Benefits**

- Full benefits and 401k matching
- Paid holidays and paid time off
- Onboarding buddy
- Cell phone stipend
- Transportation stipend
- Onsite gym
- Monthly and quarterly team building events including happy hours and outings
- Semi-annual staff retreats
- Opportunities for career development and advancement
- Regular coaching and mentoring

ITS America is committed to creating a diverse work environment where everyone belongs and feels included. We are proud to be an equal opportunity employer. We recruit, employ, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law. All qualified applicants will receive consideration for employment.

**Questions?** Contact Rachel Rettberg, Senior Vice President of Member Engagement and Operations at [rettberg@itsa.org](mailto:rettberg@itsa.org).