



At Global Management Partners, we're passionate about helping mission-driven organizations thrive. As a full-service association management company, we deliver personalized, high-impact support that empowers our clients to achieve their strategic goals. Our team is known for being responsive, collaborative, and committed to excellence in everything we do—from membership and committee support to communications, marketing, meetings, and operations.

We offer competitive salary and benefits to commensurate with experience in a casual but professional work environment. We offer a flexible work environment where team members can work from home or in our office, and we foster a fun, inclusive, and team-oriented culture that encourages professional growth and innovation.

What We Value:

- **Accountability** – We take ownership of our work and continuously strive to improve.
- **Commitment** – We go the extra mile to make our clients' work easier and more impactful.
- **Support** – We approach every challenge with empathy and a client-first mindset.
- **Inclusiveness** – We value diverse perspectives and create space for everyone to thrive.
- **Authenticity** – We communicate openly, honestly, and with integrity.
- **Excellence** – We hold ourselves to high standards because our clients' success is our success.

Join us and be part of a team that's making a difference—one client, one project, and one partnership at a time. Learn more at www.gmpartners.org.

Position: Communications and Membership Senior Specialist

Classification: Exempt

Reports to: Executive Director

Last Updated: 03/202026

The Communications and Membership Senior Specialist plays a critical role in supporting and executing the Academy's communications strategy while providing membership and operational support to the organization. This position is responsible for managing member communications, maintaining and optimizing the membership database, fostering member engagement, collaborating with committees and Special Interest Groups (SIGs), and promoting Academy initiatives in alignment with AASPT's mission and strategic priorities.

This role serves as a key operational partner to the Executive Director and volunteer leadership, ensuring clear communication with members, supporting membership growth and retention efforts, and maintaining the systems and processes that support the Academy's programs and initiatives.

Key Responsibilities

I. Communications Responsibilities

- Collaborate with the Executive Director, committees, SIG's, and internal team to execute annual communications and marketing plans.
- Responsible for independently managing core communications workflows and ensuring consistency across day-to-day outputs.
- Support the creation and distribution of marketing materials including email blasts, social media posts, newsletters, informational brochures, educational products, annual meeting promotions, journal, and other communication materials.
- Develop and execute segmented email marketing campaigns including testing and optimization.



- Maintain editorial and content calendars and coordinate messaging across teams.
- Update and optimize website content using UX and accessibility best practices.
- Build dashboards and analyze communication performance metrics.
- Develop social media strategies and advanced posts or campaigns.
- Support multimedia content creation (videos, infographics, event promos).
- Recommend communication process improvements and best practices.
- Provide advanced writing, editing, and content quality control.

II. **Membership Responsibilities**

- Collaborate with committees/team to execute annual membership plans.
- Responsible for independently managing core membership workflows and ensuring consistency across day-to-day operations.
- Administer member database quality including clean-up, segmentation, and workflow updates.
- Coordinate renewal and recruitment campaigns and targeted outreach.
- Produce membership reports (retention, trends, demographics, engagement).
- Support development and tracking of membership benefits.
- Manage membership forms, lists, and online communities.
- Assist with member surveys and basic analysis.
- Recommend membership process and promotion improvements.

III. **Administrative and General Support Responsibilities**

- Manage incoming communications, including phone and email correspondence, ensuring timely and professional responses.
- Maintain organized filing systems and documentation following company protocols to ensure efficient access to records, reports, and materials.
- Ensure adequate completion of projects within set budget and timeline.
- Review operating practices and recommend efficiencies and improvements where needed
- Support assigned committees (scheduling, agendas, minutes, follow-up).
- Prepare invoices, correspondence, reports, and other administrative documents as needed.
- Support event and meeting planning efforts, including coordination with the meeting planner to ensure fulfillment of sponsor and exhibitor benefits.
- Serve as meeting registrar, including managing the registration platform, processing group registrations, responding to attendee inquiries, and supporting onsite registration operations as needed.
- Support accounting processes by assisting with accounts receivable documentation and processing.
- Attend required GMP meetings and events and participate in GMP trainings.
- Displays GMP values.
- Foster a positive and inclusive work environment that encourages teamwork, creativity, and continuous learning.
- Perform other duties or projects as assigned.



Competencies — Senior Specialist

- **Accountability:** Improves processes and maintains accuracy.
- **Commitment:** Balances competing priorities and deadlines.
- **Support:** Enhances the member experience.
- **Inclusiveness:** Shares tools and best practices.
- **Authenticity:** Provides timely updates.
- **Excellence:** Reviews and validates work for accuracy.

Minimum Knowledge, Skills, and Abilities

- Bachelor's degree in communications, business, marketing, or a related field.
- Minimum of 2 years of relevant professional experience in communications, membership services, marketing, association management, or a related field.
- Ability to balance responsibilities across multiple areas of responsibility and transition smoothly between differing workflows and priorities.
- Advanced Microsoft Office proficiency.
- High attention to detail and follow-through.
- Strong project coordination and prioritization.
- Strong editorial, writing, and proofreading skills.
- CMS, email marketing, and analytics experience.
- Basic graphic design skills (e.g., Canva).
- Strong analytical skills
- Intermediate AMS or CRM/database management and administration skills.
- Strong professional communication.
- Strong interpersonal and collaboration skills.
- Understanding of data protection and privacy regulations.

Preferred Knowledge, Skills, and Abilities

- Association/Society experience preferred.
- Experience with Kajabi or similar Membership/CMS platforms preferred.

Physical Requirements: Primarily sitting work, exerting up to 25 lbs. of force occasionally. Primary working while sitting, with occasional walking, stooping, crouching, and kneeling; frequent fingering, grasping, typing, talking-speaking clearly, hearing-conversation, and seeing-nearby.

- Ability to occasionally assist in client meetings and events.
 - Must be able to travel nationally and internationally (1-2 times per year)
 - Must be able to stand and walk for long periods of time (minimum of 8 hours) for 2-5 days.

Work/Environment: Moderate noise level consistent with an office environment.

Personal/Physiological: Interaction with people, working around people, planning of activities, making judgements in emergency situations, delegating work, and holding oneself and others accountable for meeting



deadlines and finishing work, frequent changes in duties and volume of work, intra- organizational and client communication.

About Us

Global Management Partners (GMP) is a full-service association management company (AMC) located in Roseville, MN, providing professional management services to various member organizations. GMP's preferred model is to work with small to medium-sized associations. This niche allows us to provide the high level of personalized attention and outstanding customer service that we value.

GMP is a progressive organization that focuses on values and supports continuous learning at all levels. We believe that innovation, creativity and exposure to the best practices are essential in order to bring new ideas to our clients.

GMP's Position Statement on Diversity: Diversity is an integral facet of the global landscape and is a critical component to the success of all professions including association management companies (AMCs). Diversity in its many dimensions including ethnicity, nationality, race, culture, religion, gender, sexual orientation, socioeconomic background, mental and physical abilities, learning styles, values, and viewpoints enriches the work we do internally and with our clients.