

The American Contract Bridge League has an immediate opening for Member Experience Manager. The Member Experience Manager will play a critical role in leading the American Contract Bridge League's member experience evolution and is accountable for driving meaningful change to the member experience throughout the membership lifecycle.

The Member Experience Manager will possess strong knowledge of how companies function and demonstrate knowledge of and expertise in discipline such as consumer insights/marketing research, brand strategy, digital strategy, experience design, continuous improvement and change management.

DUTIES AND RESPONSIBILITIES

Identify opportunities to repair, enhance and innovate experiences central to the ACBL's brand vision

Analyze and prioritize customer segments for optimization and innovation based on quantitative and qualitative data

Develop business cases and perform research to influence prioritization of critical opportunities

Provide strategic guidance across projects, including consideration of the overarching customer experience

Create a consistent and shared understanding of our members

Build an organizational competence to execute upon and manage the ACBL member experience in a proactive and disciplined way

Establish practices to deliver on customer experience standards

Continuously seek out and share the latest customer experience best practices

Bring insights and learning opportunities into the various departments to aid in employee training

QUALIFICATIONS

5+ years of relevant work experience in a related field (e.g., customer experience strategy, consumer insights)

Bachelor's degree; Master's degree preferred

Familiarity with consumer insight and marketing research methodologies, with the ability to apply quantitative and qualitative approaches to understanding our customer and internalize strategic implications

Strong math, analytical and reasoning skills

Excellent oral and written communication skills including the ability to communicate effectively with both technical and non-technical stakeholders

Organizational, planning and project management skills and ability to effectively manage cross-functional projects

Apply online: <https://home2.eease.adp.com/recruit/?id=19233102>

The American Contract Bridge League is an equal opportunity employer

