

## Membership Outreach Associate-India

Membership & Society Programs and Services, American Chemical Society

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The Division of Membership and Society Services (M&SS) is responsible for recruiting, retaining, recognizing, and servicing members around the world. With over 151,000 members worldwide, providing an integrated suite of benefits that meet current and potential member needs is vital to the Society. The Membership Department, in conjunction with other M&SS units, is charged with service as the Society's central hub to promote innovative products, programs, and services relevant to businesses, institutions, and individuals associated with the chemical enterprise in India.

### **ACSI India is currently seeking a Membership Engagement/Outreach Associate based from ACS International India's Delhi office.**

The ACS Membership and Society Services Division (M&SS) carries out the largest and most diverse set of programs in support of ACS members and potential members. *The overall purpose of this position is to expand and sustain ACS membership footprint in India.* The incumbent is required to promote and popularize members' benefits and develop customized member engagement strategies/ programs across academia and industry, catering to audiences ranging from early career researchers to senior professionals. The incumbent should have an ability to identify relevant value in ACS programs, products and services and adapt to resonate with the local market. The incumbent is expected to interact and engage with the Indian scientific community through online events, webinars, newsletters, social media, conferences, visits to scientific institutes, and so on. The incumbent should possess a deep appreciation and understanding of the Indian science scenario, particularly in chemistry and allied sciences. The Associate will work closely with the ACS headquarters in Washington DC as well as ACSI India staff towards delivering local member benefits and ensuring a seamless member experience. Based in Delhi, the qualified candidate reports to Associate Director- India, Editorial, Society Programs and Services.

#### **Position Accountabilities:**

- Demonstrate a deep understanding of existing ACS member benefits to guide members as well as potential members as per their affiliation and career stage.
- Develop presentations, infographics, write ups, and reports for online-offline interactions.
- Responsible for developing and providing impactful and relevant membership content for collaborative India outreach events involving different teams.
- Support fruitful collaboration with academic institutes (having student chapters), India Chapter and relevant organizations.
- Develop and execute customized engagement activities such as onsite or virtual events, both at individual level and also with global/India team
- Own the creation/curation of online content based on insights from customer research, internal stakeholders, and analysis of content consumption using templates and guidelines to adhere to brand, customer journeys, targeted personas and creative platform guidelines.
- Own speedy and timely execution of planned and agreed collaborative projects.

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- Track engagement and conversions, review outreach effectiveness and plan strategy accordingly.

### **Educational Qualification and other criteria**

- Minimum of Master's degree in chemistry or allied sciences. Advanced degree (Ph.D.) preferred but not required. Combined 4+ years of relevant training and experience in an academic or industrial chemistry setting after master's degree; experience in STM publishing a plus.
- Excellent written and verbal communication abilities with both technical and nontechnical audiences.
- Analytical skills, ability to make well-reasoned decisions, contribute to and lead cross-functional teams, multitasking and organizational skills to balance both long term goals/projects and day-to-day deliverables required.
- Strong resourcefulness, problem solving, proactive and flexible attitude, ability to understand different cultures and behaviors
- Ideation mind-set and ability to work in a start-up like culture
- Proactively predict and respond to issues as a creative thinker
- Excellent organizational and time-management skills are required together with the ability to work under pressure, manage own workload, prioritize and to meet deadlines
- High degree of integrity and honesty
- Required travel within India for attending conferences and related outreach activities

Send you CV and cover letter to Dr. Deeksha Gupta ([dgupta@acs-i.org](mailto:dgupta@acs-i.org)) by April 11, 2021.