



SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY

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POSITION TITLE

Member and Customer Operations Director

POSITION SUMMARY

The Member & Customer Operations Director enhances the overall SDMS experience for both members and non-member customers by ensuring seamless access to SDMS benefits, products, and services. The role includes managing all aspects of membership operations, including recruitment, retention, and customer service, while continuously working to improve user satisfaction across multiple engagement points and supporting the organization's strategic priorities. The Director also oversees the Association Management System (AMS) to ensure data accuracy, compliance, and effective system integration.

LOCATION

This is a remote, work-from-home position requiring occasional in-office responsibilities in Addison, Texas. This position must reside in the Dallas/Fort Worth area.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

Note: This is not a complete list of this position's duties and responsibilities. The items below are examples of the types of activities performed. Other duties may be assigned.

MEMBER AND CUSTOMER EXPERIENCE

- Develop and manage strategies to improve the overall member and customer experience with SDMS benefits, products, and services.
- Collaborate with internal teams and external vendors to ensure seamless system integration and operational excellence across member and customer interactions.
- Act as a strategic liaison with other departments on member and customer facing initiatives, fostering alignment and clear communication of project goals, timelines, and expectations.
- Monitor, assess, and report on member and customer satisfaction, addressing potential issues and implementing improvements to enhance the user experience.
- Serve as a primary liaison with other departments on member and customer-facing initiatives to ensure consistent messaging, timelines, and shared goals.
- Oversee the delivery of timely and effective support services to ensure high-quality experience for all members and customers.

OPERATIONS AND COMPLIANCE

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- Oversee member and customer operations to ensure efficient workflows, timely service, and data integrity.
- Collaborate with the AMS Administrator to guide system enhancements, upgrades, and integrations that support member and customer needs, ensuring alignment with organizational goals and seamless user experience.
- Oversee administration of the SDMS Foundation grant and scholarship programs to ensure equitable, timely, and accurate internal operations including application processing and applicant communications.
- Utilize available tools, systems, and technologies to enhance operational efficiency, streamline workflows, and develop data-driven solutions to complex member and customer challenges.
- Coordinate with the Accounting Department to manage membership dues processing, billing, and renewal cycles in accordance with SDMS policies and procedures.
- Develop and monitor budget and financial performance in alignment with departmental goals.

MEMBERSHIP GROWTH AND RETENTION

- Develop, implement, and evaluate member recruitment and retention strategies based on market trends, user feedback, and data analysis.
- Coordinate with the Communications and Marketing Department on targeted campaigns and promotional efforts to drive membership growth and engagement.
- Develop and manage a comprehensive onboarding program that introduces new members to the value and benefits of SDMS membership and encourages long-term engagement.

QUALITY ASSURANCE

- Develop and lead a membership quality assurance strategy to ensure consistency and alignment with SDMS goals and standards.
- Partner with the AMS Administrator to support testing, documentation, and alignment of system customizations and integrations, and coordinate with internal teams to maintain seamless connections between the AMS, LMS, website, and communication platforms.
- Establish and maintain quality control standards for membership services, programs, and data management practices to ensure consistent and high-quality user experiences.
- Collaborate with the AMS Administrator to guide regular audits and data integrity initiatives, support system performance, compliance with best practices, and access to reliable data for strategic decision-making.

DATA ANALYSIS AND REPORTING

- Collect, analyze, and report on member and customer data including demographics, engagement metrics, and satisfaction survey results to inform strategic planning, guide improvements, and support innovation.
- Evaluate and refine key performance indicators (KPIs) to assess the impact of engagement strategies and operational performance.
- Lead the design and execution of member and customer satisfaction and exit surveys, translating insights into actionable strategies and organizational improvements.

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- Monitor industry trends to identify risks, opportunities, and emerging best practices related to member and customer engagement.
- Collaborate with internal staff to enhance reporting capabilities and promote data-driven decision-making across departments.

GENERAL

- Utilize available tools, systems, and technologies to support informed decision-making, optimize departmental processes, and drive innovation in member and customer engagement.
- Responsible for the development, management, and monitoring of internal, departmental documentation, standard operating procedures, and auditing/quality assurance processes.
- Support volunteers, committees, and task forces, as assigned.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS/LICENSES

- Bachelor's degree required (or equivalent educational experience and skillset).
- Certified Association Executive (CAE) credential preferred.

SKILLS AND EXPERIENCE

- At least 5-7 years of association management experience with demonstrated expertise in managing membership lifecycle strategies, including acquisition, onboarding, engagement, and retention.
- Association management software experience required; *netForum Enterprise* experience preferred.
- Ability to translate business needs into technical requirements (defining project scope, managing timelines, and ensuring implementation of member- and customer-focused solutions).
- Experience with user acceptance testing (UAT), quality assurance (QA) processes, and documentation standards.
- Ability to develop meaningful metric and analyze them to inform effective decision making.
- Excellent computer skills including Microsoft Office applications; Internet and technology savvy.
- Attention to detail with an ability to understand the big picture.
- Vigorous problem-solving skills; comfortable with ambiguity and confidence in ability to work through the unknown.
- Ability to prioritize multiple projects and respond to changing priorities based on deadlines and requests from volunteers, customers, and staff.
- Strong analytical, project management, and quality assurance experience.
- Ability to work effectively, efficiently, and independently in a fast-paced environment and motivated to achieve outstanding results.

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- Advanced written/oral communication and interpersonal skills, including the ability to communicate in an open and honest manner in a collaborative team environment.
- Sincere customer service mindset with volunteers, customers, and staff.

PHYSICAL REQUIREMENTS

The employee must be physically capable of performing all assigned duties, including but not limited to:

- Normal office activities.
- Ability to lift up to 25 pounds.

TRAVEL/OTHER

- The employee must be willing to travel, upon request, to the SDMS Annual Conference (usually 5 to 7 days).
- The employee may be required to work off hours, weekends, and/or holidays periodically to meet deadlines and support projects.

SUPERVISOR

Chief Operating/Financial Officer

SUPERVISORY RESPONSIBILITIES

- AMS Administrator
- Customer Experience Coordinator
- Learning Coordinator

EMPLOYMENT CLASSIFICATION

Full-time; Exempt