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Position: Manager, Member Insights

Term: Full time

Location: Toronto, ON (Canada) or Washington, DC (US)

Reporting to: Managing Director, Membership and Events

About the Institutional Limited Partners Association

The Institutional Limited Partners Association (ILPA) engages, empowers and connects private equity limited partners to maximize their performance on an individual, institutional and collective basis. Representing ~450 member institutions and over US\$1 trillion of private equity assets under management, ILPA's membership is comprised of small and large institutional investors including public pensions, corporate pensions, endowments, foundations, family offices and insurance companies. ILPA represents the global investor base of institutional investors in private equity with members in North America, South America, Europe, Asia, Oceania, Africa and the Middle East. ILPA is the only global organization dedicated exclusively to advancing the interests of LPs and their beneficiaries through best-in-class events, research, advocacy and education.

The Role

The Member Insights Manager will be a key member of ILPA's membership team, responsible for synthesizing, analyzing, and applying information about ILPA's current and potential members. ILPA recently implemented Salesforce and Pardot, and the Manager will contribute as a business champion of these systems, helping the ILPA team leverage their potential to better serve our members. This will include establishing and socializing infrastructure to identify and track issues that are currently and / or potentially important to ILPA's membership, as well as capturing and analyzing data on member behaviors and engagement. These insights will be leveraged by all of ILPA's staff to focus the organization's activities, aligning ILPA's priorities with that of its membership and maximizing the relevance and impact of internal efforts. Additionally, the Manager will be responsible for identifying, prioritizing, and coordinating strategic initiatives which will advance LP interests in the prioritized areas. This will require that the manager coordinate cross-functionally within ILPA, with current & potential members and, where relevant, with stakeholders from across the private equity ecosystem.

Responsibilities will include:

- Building ILPA's understanding of its current and potential member base, including prioritizing prospective members, analyzing engagement, and identifying "at-risk" members
- Establishing and socializing a data infrastructure to enable tracking issues of current and potential import to ILPA's membership
- Monitoring the evolution of issues, people, and organizations across the global private equity industry
- Championing strategic, cross-functional ILPA initiatives based on identified member priorities. Initial examples of these could include:
 - Building an attribution model to measure the cost of acquiring members and / or the effectiveness of various forms of investment and activity
 - Developing a platform to facilitate member-to-member connections and communication
 - Building a process to systematically identify the private equity issues which are most

Skills and Experience

The qualified candidate will have 3-5 years of experience or equivalent with consulting, marketing, financial analysis and / business insights, and will demonstrate an interest in advancing ILPA's mission and goals. Other qualifications include:

- Bachelor's degree required; quantitative focus e.g. finance, statistics or marketing analytics considered an asset
- Experience with Salesforce considered a strong asset
- Analytical mindset, with experience leveraging data to identify patterns
- Experience with private markets and / or demonstrated interest in learning about them
- Demonstrated project management skills and attention to detail
- Ability to work in a collaborative team environment
- Customer-centric with excellent written & verbal communication skills
- An entrepreneurial, motivated self-starter

How to Apply

Please email your CV and a covering letter to Shawna Kaufman, Managing Director of Membership & Events, at SKaufman@ilpa.org.