



Association Resources Director- Metro30 (Association Management)

As Association Resources Director, you will serve as an executive consultant and strategic partner for the thirty largest affiliates of the [National Apartment Association](#) (NAA). NAA is a trusted partner, a valued connector, a powerful advocate, and a leader serving the apartment housing industry. As an integral part of our national strategy to build a stronger network of affiliated apartment associations, you will connect the national office and affiliates in a thoughtful, strategic, and customer-oriented way. You will spend a lot of your time doing outreach, assessing needs and interests, providing strategic guidance, and facilitating delivery of service – helping executives with their most complex problems.

Serving as a management expert and consulting with executive directors on a broad range of issues (including strategic planning, succession planning, membership/ services growth strategies, business model innovation, program design, governance, and more), you will quickly become the trusted advisor for all communication between NAA and these large affiliates. You will represent NAA in all dealings with association executives and their volunteer leadership, and provide [resources](#) to support, sustain, and increase their capacity and membership. In this role, you will report to NAA's senior vice president of affiliate & member engagement and work from your home office when you are not traveling.

About NAA

Finding a secure, affordable home has always been the American dream. But in a quest to achieve financial security, many Americans have turned away from home ownership. Demand for apartments is at a multi-decade high with more than four in ten Americans now renting. A federation of nearly 170 affiliates, NAA encompasses over 72,000 members representing more than 8.8 million apartment homes globally. NAA's mission is to serve the interests of multifamily housing owners, managers, developers, and suppliers, and to maintain a high level of professionalism in the multifamily housing industry in order to better serve the rental housing needs of the public.

Responsibilities

- Develop and maintain strong relationships with affiliate staff and volunteer leaders for our largest affiliates.
- Promote/sell NAA programs, products, and services to affiliates and members.
 - Programs include NAA Click & Lease, NAA meetings, NAA government affairs support, suite of NAAEI designations and programming, NAA membership marketing initiatives, NAA member affinity programs, NAA engagement opportunities, NAAPAC, and research and benchmarking studies.
- Aid in the development and execution of successful membership recruitment and retention



plans in partnership with affiliate staff and/or boards.

- Provide systematic, periodic needs assessments designed to evaluate areas of organizational weakness/needed support and design plans and strategies that strengthen affiliates' organizational capacity (i.e., operational assistance, development of operations documents, and governance).
- Monitor well-being of affiliates (e.g., financial, membership, programmatic, leadership changes).
- Facilitate the exchange of information between NAA, the affiliates, and regional VPs by developing opportunities for peer-to-peer networking between affiliates, sharing best practices, and leadership training.
- Maintain regular communication with affiliates including calls and emails to affiliate leaders and association executives. Coordinate with other NAA staff and leadership in the activities of the affiliates.

Qualifications

- Ability to travel up to 50 percent. Ideally located near a major airport hub for easy access and cost-effective travel to affiliates.
- Bachelor's degree and/or 15 years of experience in multiple organizations/business models; experience working in association management doing board-level consulting. Experience leading a national trade association, or similar nonprofit, is ideal.
- Experience providing consulting project management for association leaders. This includes managing all phases of a project including consultation, project planning, solution development, and implementation.
- Knowledge of association/organizational management practices and principles, public relations, customer service, business management practices, and membership databases.
- Demonstrated understanding and experience working with boards and volunteers. Ability to work effectively with individuals from all levels and with varying levels of knowledge and skills.
- Excellent writing skills, with the ability to translate thoughts, ideas, and concepts into understandable, written plans.
- Familiarity and comfort in public speaking to groups, media, and policy-making bodies.

Attributes

- Rapport builder. You take the time to learn what's valuable and important to others. People know you have their best interests in mind and are sincere in your communications. You earn trust by your actions and faithfully keep your promises.
- Flexible. You skillfully manage numerous daily commitments and competing priorities. You



are able to think on the fly, shift gears, focus on key priorities, and keep commitments in the midst of situations that are sometimes out of your control.

- Collaborative. You value working in a cohesive team environment where everyone works hard and relies on each other to pull it all together. You give respect and earn yours.
- Self-assured. You have a strong sense of self and are able to take part in spirited conversations with leadership and peers alike. You know what you need from others, are comfortable asking for help, and are clear about what others can expect from you.
- Creative. You understand the big picture and seize opportunities as they arise. You're intellectually curious, consistently identifying new ways to make things happen.

What's Attractive to the Right Candidate?

- Your project portfolio will be ever-changing based on business needs, enabling your affiliates and volunteer leaders to become more successful at reaching and exceeding their goals.
- The work we do supports our affiliates' ability to provide safe and affordable homes for hard-working Americans in our communities, like nurses, teachers, and police officers.
- You will have the chance to travel the country and build relationships with people from all walks of life. And when not traveling, you are able to work from your home office.
- This is a high profile role backed by a financially strong, winning organization with ample reserves. Like the industry we represent, NAA is poised for significant growth over the next decade. You will find your coworkers to be collegial, experienced, and professional.
- We offer an excellent benefits package, including medical, dental, and vision insurance, short-term and long-term disability coverage, 401(k) plan, a bonus plan for all employees, educational benefits, professional memberships, condensed work-week options, and more.

Please note: the internal title for this position is Resource Director, Metro30.

To Apply

Simply email your resume to Aileen Hedden at with **"NAA – Senior Manager, Association Resources - Metro30/ 2018-2313 CW"** as the subject of the email.

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