

Director, Member Programs

SUMMARY OF POSITION:

Under the direct supervision of the SVP- Affiliate & Member Engagement and in close collaboration with the VP- Meetings, the Director leads all aspects of member programs for NAA. The Director provides senior level leadership and direction for the development and execution of comprehensive programs, services, and events with the goal of increasing overall value for NAA members. The Director is a creative and strategic thinker who leads member programs, including but not limited to member recognition programs, NAA Excellence Awards, Maintenance Mania, 20 in their 20's, Diversity Leadership Program, Executive Exchange, and regional Executive Forum events. The position will work closely with industry and supplier partners, elected leadership, as well as NAA affiliates. The Director will also serve as the primary lead and strategist for growing and servicing NAA direct membership.

Principal Accountabilities:

- Works with elected member leadership to develop new and manage existing programs of NAA, develops mid-term and long-term for each program.
- Manage effective membership growth and retention programs for NAA direct member territories.
- Oversee the planning, implementation, production, distribution, summarization of data, record-keeping, and fulfillment of all tasks related to the Maintenance Mania program.
- Responsible for creating, optimizing, and implementing a broad based diversity for industry members.
- Work with other staff members to develop membership programs to target new markets including member acquisition programs.
- Management of the NAA Excellence and 20 in their 20s Awards programs, including project planning, leading committees, awards program execution, awardee communication, and ongoing management. Position the awards programs as a premier national event.
- Lead, develop, and plan NAA's Executive Exchange and Executive Roundtable events.
- Manages the events, related programs, and marketing of National Apartment Housing Month.
- Keeps current on trade associations programs and developments by maintaining a wide professional network.
- Work with the marketing and communications team to execute the marketing plan for all programs, including email, print, and digital media.
- Develop program surveys and track results to make sure participants find high value in offerings.
- Liaises with event logistics team to ensure all programs are appropriately managed according to event templates and budgets.
- Manages NAA's Affiliate Assistance and Strategic Growth Funds in accordance with established procedures.
- Develop and monitor the department budgets and take appropriate action to achieve strategic priorities and budget goals.
- Serve as Staff Liaison to NAA's Diversity Committee. Other committees and task forces may be assigned.
- Serve as a member of the Affiliate and Member Engagement senior management team to address emerging issues affecting the association's strategic goals.
- All other duties as deemed appropriate by supervisor.

REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's degree in a relevant field
- A minimum of 5 years of experience with a professional or trade association (or similar organization) developing and implementing membership-related programs
- Strong time and project management skills
- Superior leadership, budgetary, and interpersonal skills that include team management and mentorship.
- Strong client facing and communication skills
- Advanced trouble shooting and multi-tasking skills.
- Framework of knowledge for association management or CRM software
- Strong oral and written communication skill
- Solid organizational skills with ability to balance team and individual responsibilities
- Must be able to travel occasionally to attend events and other off-site functions
- Excellent project management, verbal, editing/writing skills are required. The successful candidate will have excellent "people skills", be detail- and service-oriented and have exceptional technology skills.
- Proven ability to motivate, influence and gain commitment at all levels of the organization

Preferred

- CAE Designation

SUPERVISORY RESPONSIBILITIES:

To be determined.

TRAVEL:

This position has 10% travel.

PHYSICAL DEMANDS:

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

WORK ENVIRONMENT:

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.