## **SVP Member Education, Programs & Affiliate Engagement**

**Current Incumbent: TBD Department:** Member Education, Programs & Affiliate Engagement

**Reports to:** NAA COO  **Direct Reports:** 4

**Status:** Full-Time, Exempt **Indirect Reports:** 14

**Updated:** July 2021 **Eligible for Telework/CWW:** Yes

## **Summary of Position:**

*The Senior Vice President of Member Education, Programs & Affiliate Engagement provides strategic and operational oversight for initiatives to support event strategy, affiliate and member development efforts within NAA/EI. The SVP works with volunteer and staff leaders to provide leadership, vision, and execution to deliver education, programs, events, and serves as an advocate in achievement of affiliate growth within the NAA network. The SVP is charged with raising the visibility of NAA/EI and enhance its delivery of services to members. Works across business units to ensure exemplary customer service and support to NAA Members, providing support to ensure a consistent member service experience throughout the network. Works across business units to ensure exemplary customer service and support to affiliate network. Serves as a central resource to members for services provided directly by the National office. Oversees the operations of all membership engagement events including National Conferences, Executive Roundtables/Forums and other events and programs. Member of the Senior Management Team that drives overall strategy and represents NAA on local, regional and national basis.*

## **Principal Accountabilities:**

* Responsible for oversight and management of the following functions:
  + Affiliate Relations
  + Member Engagement
  + Education
  + Meetings and Events
* Affiliate Relations
  + Grow and maximize impact of the 149 federation of state and local affiliate network by implementing initiatives that enhance affiliate productivity, create new growth opportunities and increase member ROI
  + Enhance effective affiliate partnership with NAA and communications with affiliate network
  + Guide and assist affiliates in their delivery of member value, specifically national options.
  + Serve as staff liaison to NAA Association Executives Council (AEC). Work to ensure the sharing of best practices across the network that increase customer satisfaction and enhance operational efficiency and effectiveness
  + Create mechanisms to measure affiliate health, wellness and engagement. Manage evaluation, analysis and reporting of created mechanisms.
  + Partner with IT to formulate, implement and facilitate proper member data collection policies and procedures
  + Oversee strategic activities of two regional liaisons
* Member Engagement and Customer First Culture
  + Guide the development and enhancement of member engagement measurements. Develop a system to define and measure member engagement. Guide organization and team members on effective and practical methods to use member engagement metrics
  + Oversee logistics of NAA Excellence Awards, including nominations and ratings
  + Working with Director, Member Programs drive NAA’s offerings and thought leadership on DEI efforts.
  + Serve as liaison to NAA’s Membership Committee.
* Meetings and Events
  + Oversee and provide strategic guidance to meeting and events team with the goal of maximizing participation and ensuring highest value member experience.
  + Work with staff to coordinate other events, including planning, logistics, and follow up
  + Manage event satisfaction and other member surveys
* NAA Education Institute
  + Works with VP of NAAEI to create, deploy and analyze survey and industry research to identify growth opportunities for the institute.
  + Works with VP of Education, Board of Directors/Committees, and other staff to create an annual strategy for content deployment.
  + Work to ensure NAAEI focus and alignment with all departments at NAA, identifying collaboration opportunities throughout both organizations.

## **Competencies:**

**Communication and Collaboration**

Articulates ideas clearly and concisely, both in written and oral communications. Keeps others informed, ensuring effective communication methods to appropriate stakeholders. Demonstrates active listening skills, attending to the conversation and asking clarifying questions. Adds constructively to conversations, cultivating a healthy exchange of ideas and providing opinions in a productive manner. Establishes and maintains effective work relationships and works cooperatively in group situations. Addresses and resolves conflict effectively. Offers assistance, resources, and support to co-workers.  
  
**Judgment/Decision Making**

Makes quality decisions in a timely manner, even under uncertain conditions. Considers both short and long-term implications/risks of decisions. Conducts thorough search for information, evaluates alternatives, and chooses the appropriate course of action based on objective data as much as possible. Exercises judgment and independent actions within limits of authority. Includes appropriate people in decision-making process. Supports and explains reasoning for decisions. Uses data and analysis to make informed decisions.  
  
**Ownership and Initiative**

Demonstrates ability to take responsibility and holds oneself accountable for results. Can be depended on to follow up on work tasks and deliver as promised. Takes initiative to suggest improvements, seek additional responsibility, and solve problems. Takes responsibility for professional development and growth. Initiates discussions with chain of command and co-workers to improve work processes, quality, interpersonal relations, and work outcomes. Presents innovative ideas to improve the organization and work results. Produces quality work products that are complete, thorough, clear, and accurate. Demonstrates job knowledge and expertise.   
  
**Planning and Productivity**

Manages time and prioritizes effectively. Uses organizational skills to manage workload and follow through on assignments. Anticipates competing demands of multiple projects and establishes a course to accomplish and meet deadlines, working with manager as needed to re-prioritize and strategize. Plans proper assignments and utilizes time and resources in performance of duties. Strives to increase productivity and eliminates inefficient work habits and processes.  
  
**Management**

Develops and articulates area goals and strategies. Plans work and allocates resources effectively and efficiently, including personnel planning and ensuring adequate coverage for customer/member service. Anticipates problems and develops alternative plans. Adjusts for re-prioritization and unforeseen circumstances as needed. Improves area processes and efficiencies. Recognizes the financial implication of management decisions. Demonstrates strong budgeting skills, and effectively manages department budget (if applicable). Uses successful techniques in negotiating contract terms and pricing.

**Leadership and Staff Engagement**

Demonstrates strong performance management abilities, ensuring clear expectations and providing timely and direct feedback. Encourages staff ownership and initiative by seeking staff input on decisions, supporting staff ideas, delegating responsibility and decision-making as much as possible, and holding staff accountable for work results. Promotes excitement and dedication through establishing and communicating a vision for the area, communicating how individual jobs tie to the organization’s mission and strategic objectives, and celebrating successes. Helps others realize their potential through development discussions and plans, mentoring, and coaching. Uses staff mistakes and missteps as learning opportunities. Creates a supportive environment that is aligned with the cultural focus and values of the organization, communicates fully, establishes trust, listens, promotes learning, and remains positive and supportive through change. Addresses issues and challenges directly and productively, initiating frank and open discussions with staff members. Ensures effective recruiting, hiring, and onboarding of new staff.  
  
**Strategic Orientation**

Focuses on desired outcomes rather than the activity. Takes a long-term focus, while taking into account short-term objectives. Ensures area alignment to strategic vision and goals of the organization. Understands how area of responsibility fits into overall organization.

## **Travel:**

20%.

## **Required Education and Experience:**

* Bachelor’s degree in a relevant field;
* 10 years of experience in membership/affiliate-chapter services department;
* Proactive, strategic thinker and problem solver with excellent team building skills;
* Strong business orientation and ability to make data-driven decisions;
* Passion for and proven track record in member-focused organizations with affiliate-chapter network;
* Success in building engagement with organizations;
* Strong oral and written communication skills;
* Solid organizational skills with ability to balance team and individual responsibilities;
* Must be able to travel, to attend events and other off-site functions, expected at 20% of time

## **Preferred Education and Experience:**

* Experience in membership-driven trade or professional association, or national non-profit organization;
* Experience with organizations producing large scale conferences and/or trade shows;
* CAE designation

## **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.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send resumes, cover letter and salary history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**