JOB DESCRIPTION

Position Title: Director of Membership and Volunteer Engagement

Department: Membership and Volunteer Engagement  
FLSA Status: Exempt

Reports to: Chief Operating Officer  
Last Reviewed: November 2023

Supervises: Member and Volunteer Relations Manager  
Member and Volunteer Engagement Staff

BASIC FUNCTION

The Director of Membership and Volunteer Services is responsible for leading the development and execution of the Association’s member recruitment and retention strategies. This department supports the ADCES Coordinating Bodies (CB), Local Networking Groups (LNG) and their volunteer leaders, state event planning portal, and on-going leadership development training. Director is responsible for leading the development, implementation, and evaluation of membership growth strategies in collaboration with the Marketing Director, as well as day-to-day management of the ADCES Member and Volunteer Engagement team. Serves as the staff liaison for designated Committees to build a strong membership culture within the Association. Collaborates with Marketing to achieve the strategic goal of growing ADCES membership while delivering and ensuring the highest level of service to our members. Responsible for overseeing member and volunteer call center, and on-line services. Will be responsible for critical membership data tracking and reporting, utilizing the Association Management System (AMS), and plays a key part in maintaining the association membership database as a strategic asset.

ESSENTIAL DUTIES AND RESPONSIBILITIES

• Collaborate with Director of Digital Products and Director of Marketing to create a data driven roadmap for sustainable membership growth.
• Establish short- and long-range plans and goals to achieve organization membership objectives.
• Develop strategies and programs to stimulate member engagement as a means of membership renewal.
In collaboration with Marketing, develop an Association wide member recruitment, retention, and engagement strategy and direct the development and execution of all membership recruitment and retention activities for the Association to ensure annual targets are met.

Explore and assess new markets based on organizational mission, vision and strategic plan.

Solicit feedback related to events and experiences, communication channels, diversity of topic and program offerings.

- Direct and oversee the staff responsible for responding to all member inquiries and requests regarding ADCES products, programs, and membership.
- Manage all aspects of membership, including preparing and managing the membership budget.

Oversight of all membership data, tracking and reporting, in collaboration with the Director of Digital Products including but not limited to:
  - Accurate membership records
  - Membership trend analysis by region
  - Recruitment and retention reports
  - Current, new, and prospective member information
  - Member experience throughout join and renewal process

Oversight management of Coordinating Body (CB) and Local Networking Group (LNG) relations, providing guidance and assistance to leaders in the CBs and LNGs nationwide, including support for program development, event planning, reports and governance.

Develop and direct all annual volunteer leader training programs which include the leadership audios, quarterly CB/LNG and COI leader calls, leader events at the Annual Meeting, and State CB/COI Leader Training.

Oversee regular training sessions for CB and COI leaders including on-line resources.

Provide guidance and assistance in the formation of new Coordinating Bodies (CBs) and Local Networking Groups (LNGs), supporting leaders’ recruitment efforts, and providing orientation to leaders and launch programming.

Oversight activities and the annual selection for the Member Affiliates Council and Membership Committee.

Ensure appropriate expenditures for CB/LNGs are submitted to ADCES for approval and that ADCES establishes and maintains proper policy related to CB and LNG operations including expenses.

Oversee and support the Member & Volunteer Engagement team. Collaborate with ADCES staff and other stakeholders to understand, support, and satisfy the unique needs of ADCES members, non-member purchasers and other organization customers.

Ensure that customer service is consistent, accurate, and prompt; working with staff to achieve pre-determined performance standards.

Ensure exceptional customer/member experience. Assist in the development and implementation of strategies and solutions that improve customer satisfaction and retention.

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Extensive knowledge of association management, membership retention and recruitment, and component groups.
- Strategic thinker who can develop plans that address members and volunteer engagement.
• Strong project management skills with ability to juggle multiple projects simultaneously. Must be able to effectively prioritize and coordinate multiple external suppliers, keeping projects on schedule.
• Strong analytical skills, with ability to problem solve.
• Demonstrated volunteer leadership training experience.
• Adept at cross-departmental communication and collaboration.
• Ability to navigate conflicting needs and difficult situations involving multiple stakeholders with patience, maturity, and negotiating skills to resolve any issues or concerns.
• Technical proficiency with AMS database skills (Netforum preferred), experience in effective use of web and social media tools. Adept at learning new software and technology tools.

EXPERIENCE/EDUCATION

• Baccalaureate degree required, preferably in related field; advanced degree preferred in business or related field. CAE preferred.
• Previous management experience in professional membership association required, 5-7+ years preferred.
• Prior experience leading membership and state/regional activities.
• Supervisory experience required, 3-5+ years preferred.
• Prior experience in a healthcare association or professional environment a plus.
• Marketing and Communication collaborative experience a plus.

PHYSICAL DEMANDS

The nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Limited overnight travel required to attend out-of-state meetings.

WORKING CONDITIONS

The majority of work is performed in a general office environment. Office observes a hybrid work schedule with minimum of 2 days in office environment. Position requires availability for extended plus non-traditional hours (occasional weekends) to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.