

Association for Healthcare Philanthropy

Job Title: Director, Membership
Department: Membership
Reports To: President & CEO
Status: Exempt, Full-Time

This job description provides a general guideline to the most common duties, responsibilities, and minimum requirements for this position. It is not all inclusive and the actual position may vary as circumstances indicate or as determined by the Association. Working hours are primarily during day shift working hours, but the Director, Membership may need to work varied extended hours as projects demand and during Association events which can include nights and weekends, as business needs dictate. Some travel may be required.

Summary of Position:

This position will be responsible for the development and execution of the member acquisition and retention strategy that will be designed to generate revenue and increase overall dues revenue generation to support the Association's strategic plan. The role provides leadership, coaching and professional development opportunities for Membership staff. This position will be responsible for member relations and membership issues across diverse geographies, audiences and issues. This position is responsible for growing and improving membership outreach, recruitment, retention, service and dues-related activities of AHP's member companies. Interacts with senior executives of member firms to determine needs and required actions to provide potential resolution of these issues through AHP's member services, education platform or other products and offerings.

Works with industry leaders and volunteer committees to develop a strategy for member-centric integrated solutions, identifying new opportunities for products and services and enabling tools, and decision guidance. Responsible for building/enhancing and leading overall strategy, planning, and innovation for existing and new offerings.

Principal Duties:

- Embodies the values and core competencies of the Association at all times and positively promotes the Association's culture
- Supports all internal team members and departments in accomplishing the Association's mission, vision, and goals
- Integrates the strategic plan with a designed operational plan. Aligns strategic priorities and goals across functions to create key performance metrics to sustain long-term membership growth across all dues categories
- Identifies need and requirements for external provider(s) to manage membership campaigns
- Explores new ways of soliciting input from members to ensure AHP remains relevant and in touch with their needs
- Oversees the AHP Mentor Program
- Monitors progress toward objectives and conducts periodic reviews on progress with AHP leadership team and key stakeholders to build awareness, understanding, commitment, and shared action.
- Define and execute strategic initiatives by developing plans for new strategic offerings and revenue growth, improving current products and processes, providing innovative thinking and working with leadership and various teams to execute plans.
- Design and develop market-driven products & services.
- Promote a member oriented focus, development of action plan and required metrics prior to every AHP event for increased membership, membership communication, and outreach on membership needs for future programs. Must be prepared to present results of membership department after each event and the steps that will be taken to improve on the communication received from members and future advancement of membership numbers
- Establish and cultivate key business relationships with key internal and external stakeholders
- Responsible for development of effective budgets, plans, strategic goals and the performance against budget and plan (for both revenue and expenses) and achievement of department goals.
- Assumes the leadership role in developing and implementing short and long-term strategies to increase member recruitment, retention, member account penetration and positioning through cultivating positive business relationships.
- Develop long-range plans for member growth and engagement along with leadership team.
- Responsible for engagement and morale of his/her team, and ensures that strong positive relationships are developed with other departments, Board members, and other stakeholders.

- Development and execution of strategies and actions building and achieving membership value proposition that creates loyalty among a diverse and involved membership base.
- Identify market segments and prospective members, develop recruitment strategy, and monitor and modify sales management to achieve targeted levels of members.
- Oversees member marketing efforts by collaborating with Content Marketing department in order to improve membership messaging.
- Reviews and evaluate membership statistics. Identifies trends in recruitment and retention.
- Responsible for the Association's membership benefits plan, articulation of the member value proposition, consistently evaluates AHP benefits to each member classification, and makes appropriate recommendations.
- Develops, standardizes and enforces AHP policies on membership, including dues structure, membership categories, and member benefits.
- Responsible for selecting, managing, training, and evaluating membership staff.

Secondary Duties:

- Works on special projects and other duties as required helping to promote department's and Association's success
- Remains current with latest communication, content, membership and strategic partnerships concepts as appropriate

Position Specifications:

Training/Certifications:

- Bachelor's degree in Business, Marketing, Strategy or a related discipline
- 5-10 years of experience; or an equivalent combination of training and experience related to the duties of the position preferred
- Previous association experience desired

Essential Skills/Knowledge:

- Expertise in all major business software applications (Adobe Creative Suite, Microsoft Office etc.)
- Experience with Imis software or ability to rapidly learn platform
- Deep understanding of association membership, strategic planning, market research, marketing and communication, product development, business assessment, and decision-making skills. Demonstrated ability to understand and respond to the needs of target audiences or member segments.
- Deep functional experience in all categories of position
- Significant business and stakeholder relationship building experience
- Well-respected, with proven management, judgment and communications, industry relations, and membership building expertise derived from work with successful organizations.
- Knowledge of strategic and operational planning, with strong skills in facilitation an asset.
- Significant communication skills in written and verbal formats; showcases clear and concise manner. Excellent presentation skills
- Project management skills to manage schedules and deadlines for ongoing initiatives
- Fluency in web analytics tools, marketing tools, and leading social media platforms
- Ability to work as part of a team and to work independently; a self-initiator, versatile and assumes risk with responsibility
- Demonstrated success in recruiting and retaining members/clients. Ability to create successful membership/sales campaigns

Essential Competencies & Behaviors:

- Demonstrative abilities in collaborative team building and consensus
- Ability to maintain good rapport with all departments
- Energetic, forward-thinking and creative individual with high ethical standards and demonstrates a professional image at all times
- Ability to cope within a fast-paced work environment
- Ability to manage multiple projects with minimal supervision
- Ability to understand the importance of the position for the success of the business
- Demonstrates a willingness to embrace change and adapt strategies as needed
- Strong desire to continue to learn and seek out new and exciting content
- Demonstrates honor, character, ethical bearing and integrity