



Director, Membership

This position directs and manages the development and implementation of ASCD's membership and marketing and retention programs. This position supports the work of the organization by developing an effective membership program and by expanding associated dues revenues. This position is within the Marketing, Sales & Membership Unit of the Business Services & Support (BSS) Work Group and reports to the Assistant Executive Director, Marketing & Member Services.

QUALIFICATIONS

Knowledge

- This position requires extensive knowledge of sales and marketing management, membership programs, direct marketing, advertising, direct mail, print production, database maintenance, and project and budget management.
- A background in education marketing or associations is highly desirable.
- Computer knowledge in a networked environment, database applications, and desktop analytical tools is necessary.

Skills and Abilities/Critical Success Factors

- This position requires high-level interpersonal communication and analytical and problem-solving skills.
- The ability to manage multiple projects, effective meeting and facilitation skills, and detail orientation.
- The incumbent must be able to work in a collegial relationship with all levels of employees and demonstrate an ability to initiate projects and follow through on their completion with limited supervision.

Experience

- Requires at least 6 years of relevant management-level work experience.
- Association or non-profit organization experience is preferred.
- A background in education is highly desirable
- A bachelor's degree or higher in marketing and/or business development is preferred.

To express interest, send a cover letter indicating your desired salary and your resume to HR@ascd.org. EOE