



National District Attorneys Association

Director of Membership and Marketing

Job Description

GENERAL PURPOSE

The Director of Membership and Marketing will be responsible for marketing activities that include membership recruitment, retention and services to achieve growth objectives, as well as marketing of the national training courses, the annual summer conference, sponsorships and publications. This position will assist with the creation and implementation of communication campaigns using both print and social media. The position oversees member benefits, segmentation programming, membership processing and data management. This position assists with leadership efforts in support of these objectives.

SUPERVISION RECEIVED

The Director of Membership and Marketing works under the broad guidance and direction of the Chief Operating Officer. This is an exempt-level position.

ESSENTIAL FUNCTIONS

- Understand NDAA's Mission and adhere to organization and staff core values.
- Develop and implement a comprehensive strategy plan for member recruitment and retention, while also establishing procedures to enhance service programs and customer relations operations.
- Develop and implement new and renewed member recognition initiatives.
- Provide support to initiatives to increase membership from diverse backgrounds.
- Oversee membership processing including the accuracy of member records to ensure the quality of the information in the database.
- Disseminate annual membership dues renewal invoices, collect membership dues and update payment records.
- Develop and implement an integrated program to market key products, including the annual summer conference, national training courses, individual courses, the National Traffic Law Center and publications.
- Ensure brand consistency in all delivery and marketing messaging.
- Manage digital media, website content, functionality, and correctness, as well as social media presence.
- Serve as the staff liaison to various committees when necessary.
- Develop and promote positive relations with partners, vendors, and sponsors.
- Develop and manage budgets for departmental operations.
- Assist with preparations for Board meetings and trainings as needed, including other administrative duties.

Other Duties as Assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. A bachelor's degree; CAE preferred, not required.

AND

B. Three to five years of proven experience in recruitment and marketing, preferably in an association environment.

OR

C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

- Excellent communication skills, both written and verbal.
- Excellent organizational and project management skills.
- Experience with web and mobile technologies; web content management; e-mail marketing systems; and other membership-based communications technology.
- Experience with association management software.
- Strong attention to detail and the ability to multi-task.
- Effectively work with staff, both individually and in a team environment.
- Effectively work with volunteers at all levels (leadership, members, committees, etc.)
- Ability to create flyers and brochures, a plus.
- Ability to sit and stand for long periods of time and light lifting (25 lbs. or less).
- Minimal travel required.

Key Internal Relationships: Executive Director, Chief Operating Officer, staff members in each of the relevant departments.

Key External Relationships: Key NDAA leaders, NDAA members, training and conference attendees, elected officials/prosecutors, as well as partners and outside vendors.

APPLICATIONS

To apply for the Director of Membership and Marketing position, please send a cover letter and resume to NDAA via info@ndaajustice.org. The association offers competitive compensation and a generous benefits package.

Relocation expenses are not available. Applications are due no later than May 7, 2018. Final candidate will be asked for verifiable references.

ABOUT

The National District Attorneys Association (NDAA) is the largest prosecutor organization in the country, representing roughly 2,500 elected and appointed District Attorneys across the United States, as well as 40,000 Assistant District Attorneys. NDAA's is located in Arlington, VA near the Crystal City Metrorail. NDAA is an equal opportunity employer.