



## **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.

#### 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.
- Collect dues through annual invoicing and update member records as part the renewal cycle, including sending reminders, updating account and member lists, as well as checking and maintaining data integrity.
- Develop and implement an integrated program to market key products, including the annual summer conference, national training courses, individual courses, webinars, the National Traffic Law Center and publications.
- Manage the integrity and interconnectivity of the database platform.
- Ensure brand consistency in all delivery and marketing messaging.
- 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.
- Develop, manage and send the member newsletter.
- Train staff on the database, website, and other technology.
- Developing business processes and standardizations of business processes as they relate the to the database system.
- Serve as the resource and organization "expert" in development of standard and customized database reports.
- Manage job postings on the website.
- Responds in a timely manner to all customer service inquiries.
- Other Duties as Assigned.

## MINIMUM QUALIFICATIONS

1. Education and Experience:
  - A. A bachelor's degree and 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.
  - Minimal travel required.

3. Work Environment

Incumbent of the position generally performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, such as moving inside the office to access storage cabinets and office machinery and moving equipment or boxes of 25 lbs or less. The position requires the ability to remain stationary for long periods of time.

The person in this position frequently communicates with individuals who have inquiries about their membership status, as well as other partners and sponsors. Incumbent must be able to exchange accurate information in these situations. Recognizing such individuals in order to build relationships is important for this position. Incumbent is responsible for the input and output of data from electronic systems and must be able to operate a computer, calculator and copier/printer.

Mental application utilizes memory for details, strategic thinking and creative problem solving.

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 and sponsors.

## **APPLICATIONS**

To apply for the Director of Membership and Marketing position, please send a cover letter and resume to NDAA via [info@ndaajustice.org](mailto:info@ndaajustice.org). The association offers competitive compensation and a generous benefits package. The position is in NDAA headquarters in Arlington, VA, with some telework available. Relocation expenses are not available. Applications are due no later than Friday, July 31, 2020. Final candidate will be asked for verifiable references.

## **ABOUT**

The National District Attorneys Association (NDAA), is the oldest and largest national, nonpartisan organization representing state and local prosecutors in the country. Formed in 1950, NDAA has more than 5,000 members and our mission is to be the voice of America's prosecutors and to support their efforts to protect the rights and safety of the people by providing our members with the knowledge, skills, and support they need to ensure justice is attained. NDAA is located in Arlington, VA near the Crystal City Metrorail. NDAA is an equal opportunity employer.