JOB POSTING – May 2022

**Director, Membership & Marketing**

The American College of Preventive Medicine (ACPM) is the leader for the specialty of preventive medicine and physicians dedicated to prevention. ACPM and its members improve the health of individuals and populations through evidence-based health promotion, disease prevention, and systems-based approaches to improving health and health care. The College is seeking a high-energy, focused, can-do individual to serve as Director, Membership and Marketing.

**Is this role for you?**

The Director, Membership and Marketing is a dynamic role and exciting opportunity for someone with strong customer service orientation and relationship-building skills. You will be the primary source of knowledge, intelligence and decision making as it relates to membership and marketing/ communications-related functions. In addition, you will have oversight of the advocacy team and will collaborate with leaders in the organization to drive these strategies.

**Do these things interest you? Your key responsibilities include:**

* **Membership Strategy** – Improve membership retention and renewal by identifying and implementing strategies, including needs assessments, to engage individual and organizational members and cultivate volunteer leadership.
* **Growth** – Explore potential membership markets, design data-driven, cutting-edge strategies for recruitment, and expand ACPM membership among physicians and other aligned associations and stakeholder organizations.
* **Data Management** –Maintain data integrity and collection and optimization of ACPM’s association management system – leveraging the system to design marketing strategies and programs based on data analyses.
* **Marketing/Communications** – Oversee strategic development and tactical implementation of marketing and communications that represent a collaborative effort with teams and committees across the organization.
* **Volunteer/Committee Engagement** – Ensure proper volunteer alignment, training, onboarding and infrastructure to engage members and cultivate leaders and liaison with key committees, including nominations and membership. Maintain oversight of key engagement programs, such as awards and Board nominations.
* **Team lead** – Provide leadership and direction for team of two to ensure completion of tasks and work plans.
* **Budget Oversight** – Prepare annual budget projections for membership, marketing and advocacy activities. Ensure budgets adherence and management to achieve projected margins.

**What are we looking for?**

* Bachelor’s Degree; Master’s degree a plus.
* Minimum of 8-10 years of applicable experience; 5+ years of supervisory experience.
* Experience in Association Management Systems (AMS), preference for Your Membership (YM)
* Membership recruitment and management expertise including association management tools including best practices for pricing and forecasting.
* Volunteer management of task forces, committees, organizational effectiveness, training/onboarding volunteers, cultivating leaders, membership.
* Knowledge of marketing and direct-marketing, business analytics, forecasting, scheduling, contract negotiations, business projections and design to ensure profits.
* Experience in organizational and individual membership recruitment, retention, and engagement strategies.
* Strong verbal/oral and written communication skills and strategic communications and marketing insights.
* Professional demeanor and experience leading and working on a high-performing team.
* Ability to establish and maintain positive, collaborative relationships with staff, consultants, association members, volunteers and medical and public health colleagues.
* Expertise in association governance, bylaws and committee support and structures.
* Experience with work plans, budget monitoring, management, and flexibility.
* Health and healthcare experience preferred.
* Experience in working in non-profit/association.

**Why work for ACPM?**

Be part of an essential and high-profile medical specialty! Public health and health systems value the leadership role of preventive medicine to promote healthy lifestyles and population health. In addition, ACPM offers a comprehensive and competitive benefits package and a work environment and culture that values trust, accountability, impact, respect and joy.

**To apply:**

If this position sounds like a great fit for you and you’re excited to make an immediate impact at ACPM, please send a resume and cover letter to careers@acpm.org and reference Director, Membership & Marketing in the subject line.