



## IMMEDIATE OPENING

**Title:** Director of Membership, Marketing and Chapter Relations

### **Society For Public Health Education (SOPHE)**

SOPHE is a nonprofit, independent professional association representing a diverse membership of nearly 4,000 health education professionals and students in the United States and 22 chapters. SOPHE members work in schools, universities, voluntary organizations, health care settings, worksites, and local, state, and federal government agencies. Our mission is to support leaders in health education and promotion to advance healthy and equitable communities across the globe.

### **Position Summary**

The Director of Membership, Marketing, and Chapter Relations serves as a member of the senior leadership team responsible to lead the growth of membership and develop the strategy and policy relative to SOPHE's chapters. The director provides guidance to identify and propagate best practices for membership engagement, recognition, recruitment, and retention. This position is responsible for developing benefits and a comprehensive approach to strengthening SOPHE's membership and chapters. This position works closely with the CEO and volunteer committees on annual strategic goals, guidelines, chapter management, and marketing. Driven by data, the director creates new and innovative programs and materials valuable to members, chapters, and leaders.

### **Specific Responsibilities**

- Develops and directs a comprehensive program for membership recognition, recruitment and retention, implements new strategies; and recommends and creates new member benefit programs.
- Creates, implements, and executes annual membership renewals and retention plans to ensure goals are met.
- Develops an annual work plan and budget for membership and chapters to contribute to SOPHE's strategic plan to build membership and engagement.
- Monitors activities relative to membership and chapters in each region, to provide advice and guidance and to identify and propagate best practices.
- Ensures that SOPHE's membership value proposition is enhanced and communicated through initiatives, conferences, and events.
- Reviews the categories and rates of membership and makes proposals as appropriate.
- Examines the procedures for the creation of regions and chapters and makes proposals as appropriate.
- Works with chapter officers to determine and implement solutions to their operational challenges and uses association management best practices to deepen opportunities for chapter growth, development, and member engagement.
- Works with communications staff to develop a membership and marketing communications strategy.
- Ensures that critical conversations are captured in the AMS system. Capture programs and services delivered including dates of service, costs, focus, type of content, outcomes, and follow-up. Constantly seeks ways to improve tracking systems.
- Leads staff, with duties that include hiring, performance reviews, planning, coaching, individual and team development, and training, along with general team support.
- Provides leadership to SOPHE's Communities of Practice.
- Markets and promotes new and existing member benefits.
- Manages SOPHE's online store.
- Staff liaison to the SOPHE Membership Committee.
- Other duties as requested.

## **Qualifications**

- Bachelor's degree required. An advanced degree and Certified Association Executive or other certification is preferred.
- 8+ years of applicable experience. Experience within a nonprofit membership association setting is ideal.
- An eye for accuracy, detail, and new opportunities is essential.
- Superior written and verbal communication skills; excellent persuasive communication skills.
- Hands-on experience in one or more association and learning management systems or other complex databases and Microsoft Office Suite and Adobe Acrobat.
- Ability to function at both a strategic and tactical level; business acumen and high integrity.
- Ability to effectively manage time, prioritize work, and multi-task across many assignments.
- Demonstrated creativity and innovation and superior project management skills.
- Strong management skills and ability to handle multiple projects simultaneously.
- Highly organized, a self-starter, agile facilitator, and resourceful team player.
- Some travel required.

## **Abilities**

- Strategic thinker with strong analytical and problem-solving skills.
- Strong oral and written communication skills.
- Demonstrated ability to work independently on multiple projects simultaneously, establish priorities, create and maintain production schedules, meet deadlines, and a proper balance of assertiveness, diplomacy, and discretion.
- Detail-oriented and organized.
- Capacity to mentor staff.

## **Culture/Benefits**

- Full-time position at a dynamic, growing organization with 70+ years of nonprofit brand excellence.
- Headquarters at Union Station (Amtrak/VRE/MARC/Metro) with hybrid/telework option.
- Comprehensive benefits package, including observance of 12 paid holidays and additional PTO, up to 4% 401K match with immediate vesting, robust health benefits package, and support for continuing education.

## **For Consideration And To Apply To This Position**

Please submit your resume and cover letter outlining how your experiences meet the position's qualifications at [hrexec@sophe.org](mailto:hrexec@sophe.org). The salary range for this position, is high, \$70k-\$80k. SOPHE is an equal opportunity employer. No phone calls, please.

## **About SOPHE**

SOPHE is a dynamic & fast-paced nonprofit organization. Members are health promotion researchers, faculty, practitioners & students. SOPHE stimulates research on theory & practice of public health; promotes professional standards; provides continuing education; & advocates for policy & legislation. SOPHE is devoted to health education and promotion.