



## National Association of Black Accountants, Inc.

7474 Greenway Center Drive – Suite 1120

Greenbelt, Maryland 20770

Phone: (301) 474-NABA (6222)

Fax: (301) 474-3114

[www.nabainc.org](http://www.nabainc.org)

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### **Vacancy Announcement**

Manager, Membership Development

February 2011

The Manager, Membership Development is responsible for managing the development and implementation of NABA, Inc.'s annual membership recruitment, retention, and re-engagement plan based on the strategic goals of the association. In addition, the manager is responsible for providing strategic leadership for the association's membership program, including building relationships with regional and chapter leaders and facilitating communications between and among chapters and the National Office so that best practices can be shared in an efficient and effective manner. The manager is also responsible for the development of new member benefits and services, and collaborates with the Communications team in the development of targeted membership communication pieces.

### **CORE RESPONSIBILITIES**

1. Develop and execute an annual membership plan that focuses on membership growth through new member acquisition, retention of existing members and re-engagement of former members. Routinely evaluate effectiveness of strategies.
2. Develop, analyze and report membership statistics to leadership, including renewal data, year-to-year comparisons, campaign results, member benefits and services, etc.
3. Cultivate mutually beneficial partnerships between the national organization and its regional and chapter leaders; develop tools and reports that support and enhance regional and chapter operations and compliance requirements. Participate in bi-monthly conference calls to facilitate sharing of best practices and to identify resources/assistance needed.
4. Partner with Executive Director and volunteer leaders to identify and leverage member and chapter relations and chapter building opportunities, including representing NABA, Inc. at various Board, regional, chapter and networking events to promote membership value.
5. Conduct surveys among members and other stakeholders to assess trends and collaborate with the Communications team to develop strategies for communicating the member value proposition and enhancing the overall membership experience.
6. Partner with the Program Development staff to develop new member benefits and services, including member Affinity Programs.
7. Establish effective systems, policies and procedures for membership application processing, membership AMS database integrity, and membership tracking and reporting.
8. Supervise the work and processes of the membership program area, including planning and timely execution of deliverables.
9. Serve as staff liaison to Professional Membership Committee.
10. Serve as staff liaison to AMS database vendor, ensuring that the database functions seamlessly for the end user; recommend strategies and solutions to staff for utilizing the database to achieve their programmatic goals and provide appropriate staff training.
11. Develop and manage membership operations budget in collaboration with the Controller and Chief of Staff.



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### QUALIFICATIONS

Knowledge typically acquired through:

- Bachelor's degree in marketing or related field
- 5 – 7 years of progressive marketing skills and membership recruitment and retention experience
- 5 – 7 years in a membership or association environment

Scope and depth of technical skills/knowledge:

- Demonstrated track record in the development, management and execution of integrated and impactful membership recruitment, retention and re-engagement strategies
- Proven experience in building and enhancing programs and services which improve satisfaction and/or demonstrate growth in target markets
- Demonstrated ability and success with assessment and analysis of data and projects, including well-developed presentation skills to ensure understanding and acceptance of findings and related recommendations
- Excellent verbal and written communication skills, including public speaking, ad hoc presentations, and electronic communications.
- Excellent computer skills and knowledge of Microsoft Office Suite 2007 and other computer applications
- Demonstrated experience with AMS database management (Protech Customer Relationship Management (CRM) for members a strong plus)
- Excellent organization, project, budget, and personnel management skills

Scope and depth of non-technical skills/knowledge:

- Facilitative approach to management and strong facilitative leadership skills, including the ability to encourage initiative and cooperation among staff, members and volunteer leaders
- Demonstrated ability and commitment to the team approach in achieving work goals
- Ability to work in a fast-paced, team-oriented, hands-on environment and work effectively under pressure; meet deadlines; organize and prioritize multiple tasks with attention to detail and maintain a flexible approach to changing priorities and methods
- Must be an independent, self-starter with the demonstrated ability to take the initiative and to follow through to achieve results
- Strategic thinking and a creative approach to work

This position reports directly to the Chief of Staff.

Occasional travel is required.

To be considered, please submit cover letter indicating how your experience and skills fit with the position requirements, your resume, and salary requirements to [resumes@nabainc.org](mailto:resumes@nabainc.org). Applications will be considered on a rolling basis until the position is filled.