

Deputy Executive Director  
Member Engagement, Professional Learning and Brand Advancement

NAEYC, an early childhood educational association seeks a highly skilled and effective executive level leader to direct the newly formed member engagement, professional learning and brand advancement team.

Position

We are seeking a visionary and strategic thinker to serve in the newly created position, deputy executive director, member engagement, professional learning and brand advancement which is an executive level position reporting directly to the executive director. The individual must possess a demonstrated track record of creative and innovative successes along with the ability to effectively operationalize a vision. It is imperative that the individual is a strong and effective leader and manager of people who knows and understands how to motivate individuals and teams for collaborative success.

The individual must demonstrate his/her ability to be a systems thinker—anchoring multiple business lines to create a multifaceted and dynamic operation that will result in increased member recruitment, retention and engagement, sales, strategic marketing and communications and national and international brand recognition. A significant aspect of this position will be developing and executing a comprehensive digital strategy.

The following existing business lines will be included in this newly developed team:

- Membership
- Publishing
- Digital (content)
- Marketing (including creative services)
- Communications
- Professional Development Solutions
- Meetings/Conferences
- Advertising/Sales

Digital content is currently woven throughout these units. With an emphasis on expanded digital content, it will be the responsibility of the deputy executive director, in concert with the chief technology officer to organize all digital content into a cohesive and effective operation.

Essential Skills and Responsibilities

- Serve as a member of NAEYC's executive team.
- Establish aggressive and achievable benchmarks to measure progress in each of the business lines in concert with executive director and team members.
- Ensure mission-focused, cost-effective day-to-day operations through staff supervision, fiscal management (budget development and management and contract management), planning and execution.
- Drive organizational alignment across independent business lines.
- Develop a vision and oversee implementation plan for membership, recruitment, retention and engagement.
- Provide leadership and direction in ongoing analytics regarding the NAEYC value proposition for current members, potential members, key constituents and customers.
- Provide oversight and guidance for an aligned and cohesive professional learning approach for members including eLearning, year-round courses, multi-media programs, and content at annual conferences and Professional Development Institute.

- Develop strategic direction and oversee all marketing and communications functions including earned media, press relationships, product/service positioning, advertising and sales. This includes hiring a marketing and communications team.
- Provide strategic direction and implementation oversight to all NAEYC brand advancement activities including visual images, logo/mark, collateral material design and publications.
- Provide strategic direction related to publications circulation and sales.
- Develop and implement brand standards across the NAEYC brands and educate and communicate with peers, colleagues and partners on the NAEYC brand.
- Enhance the performance and positioning of the NAEYC brand across markets and external constituencies.
- Oversee and provide strategic guidance to conferences and events teams (this includes two large conferences with more than 10,000 and 2500 attendees, respectively) with the goal of maximizing participation and effective participatory engagement.
- Provide leadership and vision to develop and deploy the approach and direction of the digital NAEYC in conjunction with NAEYC's chief technology officer.
- Educate and communicate with peers, colleagues and partners on NAEYC brand.

### Qualifications

- Bachelor's Degree required, masters degree preferred
- Minimum of 8-10 years senior management experience
- Experience in managing complex enterprises
- Exceptional oral and written communications skills
- Work from the Washington, D.C. based NAEYC headquarters
- Previous related national association experience is essential
- 10-15 years experience in one or more of the areas of member relations, marketing & communications, program design and implementation, digital and print publications and all facets of brand advancement
- Track record of digital expertise and successes
- Experience with organizations serving children, families or educational systems is preferred
- Entrepreneurial skills with evidence of innovative and creative solutions
- Ability to establish effective working relationships with internal and external constituencies
- Possess business acumen and financial savvy
- Strong analytical skills utilized to drive continuous quality improvement in operations