

Director of Marketing & Membership

Description: The Director of Marketing and Membership develops and implements analytics-driven marketing and membership strategies for NAEYC. These strategies raise visibility and revenue for NAEYC departments, initiatives, products and services. Further, they serve to reinforce the value of NAEYC membership in ways that significantly strengthen NAEYC membership recruitment and retention, all while also working closely with other NAEYC departments to ensure the overall NAEYC membership experience is of the highest quality.

The Director supervises the Marketing Manager, provides strategic guidance and direction for campaigns that fall within the Manager's portfolio, as well as ensures opportunities for professional development and growth.

Essential Responsibilities: Key areas of responsibility for the Director include managing the NAEYC message and brand; directing NAEYC marketing efforts; helping to build a new digital NAEYC; enhancing media relations efforts; strengthening NAEYC membership; providing departmental leadership; practicing good fiscal management; and, managing a high performing team.

Qualifications: Bachelor's degree or higher required. At least 10 years of experience, including managing at a department level and at least 5 years in senior marketing related roles that may include marketing, membership, digital/social media strategy, media relations, and public affairs. Must have demonstrated success in building brand equity, membership loyalty, and using marketing to support programmatic outcomes. The ability to make decisions based on accurate and timely analysis is essential. Prior association experience is preferred. Must have excellent written and verbal communications skills and demonstrated project management skills.

This position reports to the Deputy Executive Director for Membership Engagement, Brand Advancement & Professional Learning.