



ASSISTANT EXECUTIVE DIRECTOR FOR MEMBER ENGAGEMENT

Job Description

Reports to: Executive Director

General Description: The Assistant Executive Director for Member Engagement will lead efforts to increase membership in the Association and connect Association members with each other for idea exchange, learning, and collaboration. The Assistant Executive Director for Member Engagement will be responsible for work across three priority areas, including membership recruitment and retention, marketing, and programs.

Position Type: Full-time, regular employee (35 hours per week); exempt

Duties:

A. *Membership Recruitment and Retention*

1. Create and implement a membership engagement strategy and plan.
 - a. Engage in strategic conversations about how to evolve membership structures, membership growth, methods for broadening our reach and connections, and methods for keeping current members.
 - b. Identify strategies to promote membership growth. Utilizes the regional network (Regional Board and Regional Service Specialists) to identify prospects.
 - c. Communicate with Regional Boards, Regional Service Specialists, and State Directors as to progress on the engagement strategy and plan.
 - d. Incorporate committees, events, and opportunities for members to engage with other members who have common interests, initiatives, job descriptions, and passions.
 - e. Assess the satisfaction of current members as to the value of membership and areas for growth.
2. Lead all core membership functions of the Association including:
 - a. Supervise the work of the Director of Membership who oversees all activities surrounding the recruitment and retention of members to the PA Principals Association, including membership processing and accurate record-keeping in the membership database.
 - b. Manage the development and execution of onboarding, engagement, and renewal programs.
3. Lead the development of and executes member recruitment efforts.
 - a. Coordinate membership, outreach, and retention campaigns.
 - b. Supervise the work of the Director of Communications and Public Relations to communicate member recruitment efforts at the state and regional levels.
 - c. Report to the Board of Directors on these efforts and the effectiveness of such campaigns.

B. Marketing

1. Create systems and initiatives to communicate the value of membership to all current and prospective members.
2. Develop marketing strategies for membership recruitment and retention.
3. Lead efforts to engage members, collect data, and facilitate greater connections across these members.
4. Manage all core marketing functions of the Association including the supervision of the work of the Director of Communications and Public Relations in:
 - a. Create and post to social media regularly.
 - b. Maintain a current and robust website.
 - c. Oversee and advance the online community of practice, ensuring that members can share knowledge, improve themselves and their schools, foster collaboration, and make connections.
 - d. Timely coordination and production of the overall communications program and its components.

C. Programs

1. Work collaboratively with the Director of Programs to ensure all programs promote the engagement strategy and plan.
2. Provide events, and opportunities for members to engage with other members who have common interests, initiatives, job descriptions, and passions. These include but are not limited to:
 - a. School Leaders of Color Network
 - b. Assistant Principals
 - c. Directors and Supervisors
 - d. Rural School Leaders
 - e. Urban School Leaders
3. Coordinate the national advocacy day with NAESP and NASSP government relations staff to include surveys; pre and post communications promoting event; scheduling, agenda, and meeting logistics; attending and assisting as needed.
4. Coordinate state advocacy days and le with NAESP and NASSP government relations staff to include surveys; pre and post communications promoting event; scheduling, agenda, and meeting logistics; attending and assisting as needed.

D. Other

1. Attend all meetings of the Board of Directors.
2. Attend, as requested, on-line Regional Board meetings.
3. Attend state and national conferences.
4. Other duties as assigned by the Executive Director.

Revised April 2024