



Senior Director for Membership & Marketing

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts. We further the understanding of our world through mathematics because mathematics drives society and shapes our lives. The mission of the MAA is to advance the understanding of mathematics and its impact on our world. Our members include university, college, and high school educators and teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; STEM professionals, and many others in academia, government, business, and industry. We welcome all who are interested in the mathematical sciences.

Working at the MAA means that you will join a dynamic and dedicated team where your contributions will be encouraged and appreciated. We offer a full array of highly competitive benefits, and we are located within a desirable Washington, DC location.

Position Summary

As part of the MAA leadership team reporting to the Executive Director, the Sr. Director for Membership, and Marketing, is responsible for planning and implementing strategy as it relates to membership growth and retention, enterprise marketing, and managing all facets of MAA membership meetings. The Sr. Director will be responsible for maximizing data analytics to inform MAA's membership strategy and drive innovative marketing approaches to grow membership and enhance member retention. Marketing responsibilities include the planning and delivery of MAA membership engagement through various marketing channels to promote MAA's offerings and value proposition. Additionally, this leadership role will have ownership for organizing and implementing member meetings including MAA's annual meeting and regional Section and SIGMAA meetings.

Position Functions and Responsibilities

MEMBERSHIP

- Develop and deliver new strategies for membership acquisition and retention, to grow membership and membership revenue through innovative practices, data analytics, and competitive pricing, as well as collaborative idea generation with MAA staff.
- Develop and execute strategies to maximize MAA's new association management system via data analytics to inform targeted membership outreach and engagement.
- Create strategic plans to expand and maintain robust engagement and partnership across all MAA Sections and Special Interest Groups of the MAA (SIGMAA) to advance MAA's mission, support membership and revenue growth, and leverage member participation in MAA's programmatic offerings.

MARKETING

- Build and oversee all MAA marketing campaigns, to include digital and social media, brand management, and content distribution strategies, email marketing, advertising, partnership development, and managing overall execution of the communications goals and plans in support of MAA membership, competitions, and program operations.
- Establish customized and targeted marketing and public relations strategies and deliverables, to attract new members while retaining current membership groups and increase the visibility of the organization's programs, events, and initiatives to stakeholders.
- Create a marketing strategy focused on generating new revenue growth that supports the strategic objectives of the organization.
- Develop consistent reporting and dashboards for assessing membership marketing outcomes and evaluation metrics to assess recruitment and marketing strategies needs.

MEETINGS

- The Sr. Director will be responsible for overall conference strategy and expansion. Bringing new and innovative ideas to bare. They will share oversight responsibility for MAA's annual summer conference to include logistics, meeting content coordination, working collaboratively with MAA staff and Board of Directors.
- Develop reporting mechanisms and utilize analytics to measure member experiences and engagement for the MAA annual conference.
- Lead a collaborative environment to develop a comprehensive meetings program plan and template for MAA Sections and SIGMAAs across the country.

Knowledge, Skills, and Abilities

- Demonstrated skills in membership recruitment, retention, and engagement utilizing appropriate marketing strategies and data analytics
- Demonstrated extensive expertise in membership and marketing strategies including revenue growth.
- Experience with task forces, committees, and working with Board members
- Knowledge of marketing (direct and digital), business analytics, forecasting, scheduling, and managing contract negotiations with a cost-efficient mindset
- Strong verbal and written communication skills
- Demonstrated ability to establish positive, collaborative relationships with staff, consultants, association members, senior leadership, and Board of Directors
- Ability to prepare and manage annual budget for membership, marketing, and meetings with financial acumen to balance revenue and expenses
- Prior experience building an integrated team that works collaboratively across an organization with multiple departments and skill levels

Requirements

- Bachelor's Degree, Master's degree or MBA a plus
- Minimum of 8-10 years of directly relevant experience with demonstrated leadership accountability and growth

- 5+ years of supervisory experience leading teams and direct reports
- Project management expertise
- Evidence of member all facets of member stewardship with an emphasis on relationship building and expansion
- Track record of membership revenue growth
- Extensive experience building multi-channel and multi-segment marketing experience
- Event planning and delivery (oversight and ownership of event management)
- Experience working in non-profit/Association environment

To apply send resume and cover letter to hr@maa.org

Equal Opportunity Employer