



20 Erford Road, Suite 302, Lemoyne, PA 17043 | 717-657-9000 | [pacca.org](http://pacca.org)

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## **Job Title: Director of Member Engagement**

### **Job Overview:**

We are seeking a dynamic and results-oriented Director of Member Engagement to join our organization and lead the development and execution of strategies to grow and retain our membership base. The ideal candidate will possess strong leadership skills, a proven track record in membership management, and the ability to drive engagement initiatives. As the Membership Director, you will play a crucial role in fostering a sense of community, ensuring member satisfaction, and implementing initiatives to attract new members.

### **Responsibilities:**

#### **Membership Growth and Retention:**

- Develop and implement strategies to increase membership acquisition.
- Create and execute retention programs to enhance member satisfaction and reduce churn.
- Analyze membership trends and feedback to make data-driven decisions for continuous improvement.

#### **Community Engagement:**

- Foster a sense of belonging and community among members.
- Collaborate with other departments to organize events, webinars, and networking opportunities to enhance member engagement.
- Develop and manage online forums, groups, and platforms to facilitate member interaction and communication.

#### **Communication and Outreach:**

- Oversee the development of effective communication materials, including newsletters, emails, and social media posts, to promote membership benefits and initiatives.
- Conduct outreach programs to target potential members and promote the organization's value proposition.

#### **Collaboration with Stakeholders:**

- Work closely with other departments to align membership strategies with overall organizational goals.
- Collaborate with leadership to develop budgets, set goals, and track key performance indicators related to membership.

#### **Data Management:**

- Utilize CRM systems and other tools to maintain accurate and up-to-date member records.
- Generate and analyze reports to assess membership performance, identify trends, and provide recommendations for improvement.

## Qualifications:

- Bachelor's degree in business, marketing, communications, or a related field. Master's degree is a plus.
- Working knowledge of state and federal early care and education public policy, education and professional development, and issues facing the field.
- Proven experience in membership management, with a successful track record of growing and retaining members.
- Strong understanding of marketing principles and strategies.
- Excellent interpersonal and communication skills.
- Ability to think strategically and execute tactically.
- Proficient in using CRM systems and other membership management tools.
- Results-driven with a focus on achieving measurable outcomes.
- Strong leadership and team management skills.

## Position Information:

- Full-time, exempt, 37.5/week; typical work week Monday-Friday
- Occasional overnight and weekend travel
- Benefits: Health, Dental, Pharmacy, Vision (with co-pay); Health Reimbursement Account; Simple IRA; Life Insurance; 10 vacation days, 12 sick days, 3 personal days/year; 12 holidays
- Suburban location; free covered parking
- Hybrid work schedule is an option.
- Salary Range: \$60,000 -- \$70,000

If you are a highly motivated and strategic thinker with a passion for building and nurturing communities, we invite you to apply for the Director of Member Engagement position and contribute to the success of our organization.

**Send resume, cover letter, and a one-page writing sample by FEBRUARY 29, 2024, to [dpbarber@pacca.org](mailto:dpbarber@pacca.org). Subject line: Director of Member Engagement. No phone calls please.**

*The Pennsylvania Child Care Association was established in 1973 and is a state-wide, non-profit membership organization. PACCA's members operate over 1,500 child care and early learning programs and includes organizations and businesses that support Pennsylvania's early learning community.*

1/2024