

**American College of Nurse-Midwives
Job Description**

Job Title: Director of Membership and Publications

Department: Membership and Publications

Reports To: CEO

FLSA Status: Regular, Full-time, Exempt

Apply: Send your cover letter and resume to hxr@acnm.org

SUMMARY - The Director of Membership and Publications is responsible for serving ACNM and its affiliates in establishing and achieving membership and marketing goals through the development and implementation of a strategic plan for membership and marketing. The director is also responsible for developing, executing and monitoring the development and publication of ACNM member publications, and overseeing the ACNM Store. The position reports directly to the Chief Executive Officer and works closely with the Board of Directors and other volunteer leaders and senior staff responsible for ACNM programs, services and operational functions. The Director of Membership and Publications is a team player who works effectively across the staff and volunteer organization. The director is responsible for proposing and managing the departmental budget, and for supervising a staff of three (two ACNM membership personnel and one senior writer and editor), plus a graphic design consultant and other vendors.

Key indicators of success for this position will be membership penetration, retention, and other key membership indicators; sales growth through targeted marketing of ACNM programs, publications, services and goods; and readership, advertising revenue, and member survey response for ACNM member publications including Quickening, SmartBrief and Digest.

ESSENTIAL DUTIES AND RESPONSIBILITIES include:

- Lead ACNM's membership retention and growth programs, and product and publications development, sales, fulfillment and revenue development, to meet both membership and revenue goals for the organization
- Ensure high-quality best-practices membership and publications department operational processes
- Evaluate and assess member benefits and recommend new benefits to increase acquisition and retention of members
- Work closely with ACNM senior staff team to effectively communicate the value of ACNM membership and ACNM's work for the profession
- Develop, execute and monitor the development and publication of ACNM member publications. Oversee the ACNM Store to maximize revenue profitability.
- Ensure the integrity and efficiency of the ACNM membership database
- Serve as a leader in the membership department to ensure that members receive a favorable member service experience.

- Lead the collection, reporting and performance improvement responses to data on member values, engagement, perceptions and experiences across the organization
- Work closely with the Affiliate Relations Manager to create programs and support that ACNM Affiliates (state, territorial, and other organizations) in driving ACNM membership retention and growth
- Develop and implement departmental budgets
- Manage and maximize key ACNM non-dues revenue streams such as ACNM's career center and vendors, subscription sales, data licensing, the ACNM Store, and others.
- Manage ACNM's distance learning program, including webinars and Learning Management System.

POSITION REQUIREMENTS

- Five or more years of management-level experience in a professional association in a membership capacity
- Bachelor's degree required in business management or related field, master's degree preferred
- Experience with planning, execution, and tracking of departmental budgets exceeding \$1 million annually
- Demonstrated skill as a supervisor and as a leader and participant in complex teams that include professional staff, member volunteers, vendors and other stakeholders
- Proven results in membership retention and growth and in membership revenue development
- Proven marketing skills, including the use, deployment and measurement of digital tools and platforms for membership development and product sales
- Proven ability to analyze, prioritize and execute complex tasks under deadline, and dedicate extra effort when necessary to complete assignments and achieve desired results
- Experience working with volunteer leadership
- Demonstrated expertise in project management
- Required computer proficiency includes appropriate utilization of Microsoft office suite of word processing, PowerPoint, and spreadsheet tools, association membership systems (Impexium preferred), website content management systems (Contentive preferred), and collaborative work platforms.
- Strong track record of high integrity, good judgment, confidentiality, and discretion
- Ability to travel to meetings and events around the country 1-3 times per year.
- Certified Association Executive preferred

OTHER SKILLS AND ABILITIES

- High degree of proficiency in writing, editing and public speaking
- Business process proficiency and capability to read and interpret common finance and accounting information

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel. The employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee is often required to stand and walk and to travel to meetings outside of the office. The employee must occasionally lift and /or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus. This position may require working overtime, travel and long periods of standing.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Travel is required to the ACNM Annual Meeting and as needed to ACNM affiliates and other priority meetings throughout the year. Professional attire is required.

5/2017