

Membership Director

REPORTS TO: Executive Director
STATUS: Full-time, Exempt
DATE: 6/14/21

Organization Description:

The Vermont Association for the Education of Young Children (VTAEYC) is the state affiliate of the National Association for the Education of Young Children, the nation's largest membership organization of early childhood professionals. Our nonprofit organization is dedicated to improving the quality of early childhood education for children from birth through age eight, supporting the development of the early childhood education workforce, improving the professional practice of early childhood education professionals, and building public understanding and support for high-quality early childhood education programs. Our current membership includes approximately 500 individuals, nearly all working in early childhood education; our extended network is currently over 2500 and includes anyone who cares about the education and well-being of young children.

Job Summary

The Vermont Association for the Education of Young Children (VTAEYC) is seeking a full-time Membership Director. This new position will lead VTAEYC's efforts to advance a diverse, dynamic early childhood profession through the development and execution of a robust member engagement and services strategy. Reporting to the Executive Director, the Membership Director works as a member of VTAEYC's six-person team to recruit and retain members, engage members to shape VTAEYC's work, and provide services and supports valued by members.

To apply for this position, please email a PDF copy of your resume and a cover letter explaining your interest and qualifications in this position to jobs@vtaeyc.org by June 29, 2021. Please include "Membership Director" in the subject line.

Principal Responsibilities

As a leader within VTAEYC, the Membership Director will develop a clear membership strategy and ensure that the purposes, intents, outcomes, and timeliness of all activities are met. The Membership Director will lead VTAEYC's membership experience, including recruitment and retention, benefits, programming, and community-building.

The Membership Director will:

1. Build and steward an active and engaged VTAEYC membership, including:
 - a. Developing and implementing member recruitment and retention campaigns with a

focus on reaching new and more diverse audiences

- b. Developing and promoting VTAEYC and NAEYC membership benefits
 - c. Monitoring and reporting on membership trends and key analytics in order to understand member patterns and behaviors
 - d. Fostering and supporting partnerships that will strengthen alignment within the early childhood education field, including the Vermont Early Childhood Networks
2. Provide meaningful, high-value professional development and engagement opportunities for members and others in early childhood education or related fields, including:
 - a. Leading the planning and execution of professional development conferences in partnership with planning committees
 - b. Develop and lead professional development and/or informational events based on member interests and timely topics
 3. Facilitate member and early childhood educator engagement in setting direction and providing input into VTAEYC's positions and activities, including:
 - a. Establishing and implementing methods to inform, engage, and gather input from members about key topics within early childhood education
 - b. Convening and staffing member committees or affinity groups (i.e., a Policy Committee with representation from the Board and membership)
 - c. Supporting and promoting the "Advancing Early Childhood Education as a Profession" project (specific duties determined in collaboration with project team annually)
 4. Represent VTAEYC's work and mission with state and national partners, including:
 - a. Partnering with NAEYC and other AEYC to learn and share best practices and work together on consistent and efficient member recruitment, retention, and experience efforts
 - b. Serving on relevant early childhood education committees in the state on behalf of VTAEYC
 - c. Representing VTAEYC in meetings and public forums as appropriate
 - d. Supporting the creation and dissemination of policy statements and positions in partnership with the Executive Director
 5. Support the effective and efficient functioning of VTAEYC, including:
 - a. Contributing to fundraising and financial management as appropriate for areas of work
 - b. Partnering closely with staff and consultants for consistent, professional communications via the website, newsletters, social media, presentations, and any other materials
 - c. Actively participating in team meetings, planning, and strategy

Knowledge, Skills and Abilities

- Commitment to VTAEYC's mission
- Highly motivated, self-starting individual with a proven ability to develop creative ideas and work as part of a team to bring those ideas to fruition
- At least five years of relevant professional experience; experience working within early

childhood education or for membership associations is a plus

- Proven track record of developing and maintaining networks or collaborations professionally; creating and managing successful professional events; and developing creative and effective engagement strategies; experience in communications or policy coalitions are a plus
- Strong communications skills including planning, writing, speaking, and creative presentation and dissemination of information
- Strong project and team management skills
- Experience tracking and analyzing data
- Experience managing budgets as well as writing and reporting on grants a plus
- Minimum of a Bachelor's degree in a related field or equivalent experience required

Character Traits

Self-disciplined

- Detail-oriented
- Empathetic
- Accountable
- Adaptable
- Collaborative

Working Conditions

- Work location is flexible within Vermont; position may be home-based or work out of VTAEYC's shared office in Chittenden County
- Position will require occasional evening and weekend work to meet the needs of VTAEYC members
- Occasional travel in-state will be required; out-of-state travel likely needed annually
- VTAEYC currently offers health insurance for the employee as well as paid time off; we are working to expand our employee benefits

Equal Opportunity

VTAEYC is dedicated to providing equal opportunities to all individuals regardless of race, color, religion, ethnic or national origin, gender, age, marital status, personal appearance, sexual orientation, gender identity or gender expression, family responsibilities, political affiliation, matriculation, genetic information, disability, or protected veterans status, or any other factor that is a prohibited consideration under applicable