

## **NMAEYC Membership & Programs Manager**

### **JOB DESCRIPTION**

---

**JOB TITLE:** NMAEYC Membership & Programs Manager

**REPORTS TO:** Executive Director

#### **POSITION DESCRIPTION:**

In alignment NMAEYC's mission, vision, goals and strategic plan, the NMAEYC Membership & Programs Manager will lead and coordinate the organization's overall membership outreach and retention strategy. Reporting to the Executive Director, the Membership & Programs Manager will work collaboratively with senior staff and Board leadership to develop and implement outreach strategies and programs to increase and retain a diverse membership; improve collaboration and communication between members; strengthen the capacity of the organization to serve its membership, and broaden the impact of NMAEYC and NAEYC programs for the early childhood community across New Mexico.

#### **POSITION GOALS:**

1. Collaborate with the Executive Director to develop outreach strategies that will broaden programmatic reach and deepen impact consistent with NMAEYC's mission, vision and strategic plan across different sectors of early childhood.
2. Coordinate the NMAEYC Annual Conference
3. Create and implement a short- and long-term strategy for the recruitment of new members and the retention of current members in alignment with NAEYC's strategic goals.
4. Expand and align member benefits with innovative, relevant information, programs and services.

#### **QUALIFICATIONS:**

##### **EDUCATION AND EXPERIENCE:**

Preferred:

Master's degree or higher in management, public relations, education, early childhood education, or educational leadership

Minimum:

- Bachelor's degree with a minimum of two years relevant experience in the non-profit sector, education, early childhood education, or professional membership organizations, or relevant experience in business management, public relations, or customer service.

OR

An AA degree with 4 years relevant, successful experience,

OR

- In lieu of a degree, 10 years relevant, successful experience.

**OTHER QUALIFICATIONS:**

- Knowledge and understanding of early childhood education and the early childhood care and education systems in New Mexico
- Passionate about the mission and vision of NMAEYC
- Excellent verbal and written communication skills
- Superb relationship building/management skills
- Positive, realistic and visionary mindset
- Takes initiative and is comfortable with reasonable risk-taking
- Understands challenges and identifies clear goals and action plans
- Mastery of MS Office applications, including Word, Excel, PowerPoint and Outlook, and mind-mapping software
- Mastery of social media applications and marketing strategies for e-mail, Facebook, twitter, YouTube and other relevant social media
- Experience in marketing and social media management
- Ability to operate office equipment, including copiers, printers, fax machines and scanners
- Excellent problem-solving skills, research skills, and ability to follow through
- Adaptability and openness to alternative solutions and flexibility when interacting with others
- Capable of handling multiple projects with competing priorities
- Ability to meet deadlines while anticipating quickly changing needs
- Attention to detail and accuracy
- Resourceful and committed to continuous improvement
- Work both independently and as a collaborative team member
- Ability to maintain a high level of confidentiality, a professional demeanor, and to represent the organization in a positive manner at all times
- Must have reliable transportation
- Must have ability to perform work that could require sitting, walking, stooping, bending and lifting up to 25 pounds

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

The following duties are representative of the responsibilities of this position. These

assignments may change as the needs and priorities of the organization evolve. The Membership and Programs Manager will work with the Executive Director to establish mutually agreeable priorities and a manageable plan for implementation of the job description, which includes action plans and a clear timeline.

#### **A. Effective & Efficient Organization**

- Works with the Executive Director and Resource Development Manager to strategically plan for and undertake marketing activities, including direct mail campaigns; use of social media and website content, and at regional community events.
- Respond to program evaluation and development, ensuring that a culture of service to members is preserved and promoted throughout NMAEYC, that membership activities are fully integrated into all aspects of NMAEYC's work, and that NMAEYC's strategic plan, services, and programs reflect NMAEYC's commitment to understanding and increasing member value.
- Works in alignment with the NMAEYC strategic plan and current grant requirements
- Works in alignment with NAEYC strategic goals and priorities
- Create and implement a short and long-term plan with specific strategies for the recruitment of new members and the retention of current members
- Coordinate communications with members and topic cohorts as necessary to keep members informed of issues and actions as appropriate
- Contribute to other member and non-member communications including newsletters, emails, website and social media posts/groups.
- Assist in the development of a curriculum for board of directors training
- Establish collaborative, mutually respectful relationships externally, building professional and personal credibility and trust in all early childhood sectors
- Actively integrates HPIO best practices

#### **B. Research & Information**

- Develop targeted and strategic goals for interaction and networking with each sector, stakeholder, and potential stakeholder group to further opportunities for information sharing and explore recruitment possibilities
- Develop and carry out promotional and marketing activities related to business products for members
- Facilitates annual member surveys and analyzes the data for trends and programmatic needs/changes
- Respond to inquiries from current and prospective members and track results
- Tracks member demographics and statewide trends impacting early childhood education professionals
- Explores possible online training course content and platforms to offer members
- Utilize social media appropriately and as needed to support members and programs
- Identify most effective ways to offer access to current and relevant research in early care and education

- Explore Every Student Succeeds Act (ESSA) grant and professional development opportunities

### **C. Members & Topic Cohorts**

- Arrange meetings, receptions and other outreach programs necessary to advocate NMAEYC's and NAEYC's interests and /or issues-based promotions or to facilitate information exchange between NMAEYC members.
- Targets member enrollment across the state encouraging diverse populations to enroll as members
- Utilizes member data and feedback for continuous improvement of services and programs
- Explore and implement strategies designed to identify and encourage members into NMAEYC organizational leadership positions
- Coordinate member recruitment, retention and engagement campaign in collaboration with NAEYC
- Design strategies to connect with current members to determine interests & needs
- Serve as a direct point of contact for members and respond to member requests
- Represent NMAEYC in early childhood coalitions, task forces, groups/projects, as requested by Executive Director
- Connect with new members within the first 3 months to increase retention and explain benefits

### **D. Programs, Products & Partnerships**

- Encourage/develop dual/heritage language communication & products
- Coordinate Annual Pre-Conference and Conference according to policy
  - Works with assigned board members, volunteer committees to organize and publicize conference
  - Works to increase Conference attendance and participant satisfaction
  - Develops a prospectus for sponsors and partners
- Develop, negotiate, implement, maintain, and evaluate NMAEYC's menu of special member services to meet the existing and emerging needs of members and increase revenues
- Facilitates awareness, participation and maximum use of resources on the [NewMexECA.org/Shared Services Website](http://NewMexECA.org/Shared_Services_Website)
- Identify additional opportunities to enhance member benefits and services
- Ensure partnerships and/or programs address these three key audiences as appropriate:
  - ECE teachers
  - Families
  - Other decision makers — elected officials, funders, other disciplines/institutions/organizations within and outside the field
- Assists NMAEYC in encouraging successful alignment of NM training systems and/or going beyond to maximize professional learning
- Assists Power to the Profession with project needs and strategic planning around member recruitment
- Maintain relations with NAEYC, other statewide associations, professional membership organizations, and appropriate nonprofit networks to inform the

development and management of NMAEYC's membership and business products/ programs

- Manage the activities of staff, volunteers, and contractors working in areas of membership and business products and oversee the administrative systems that support these areas
- As needed, lead efforts on other short-term NMAEYC projects
- Travel up to 25% of the time, work on some weekends or after traditional work hours
- Negotiate and monitor contracts with vendors and business partners while maximizing the value for members, managing compliance with contract terms, and monitoring the earned revenues from business products
- Act as a liaison between vendors and nonprofit organizations by initiating relationships and solving problems
- Keep abreast of NAEYC product innovations, trends, and initiatives to maximize member value at the state and national levels

#### **E. Leadership & Professional Development**

- Demonstrate excellent strategic planning across projects/programs
- Direct the Annual Conference preparation/implementation and works collaboratively with Resource Development Manager on budget oversight and financial planning
- Facilitate development of NMAEYC topic cohorts per policy directions
- Research opportunities for development of online learning and discussion threads
- Support accreditation team activities
- Organize and facilitate mini-regional professional development opportunities around the state
- Provides public and private professional development sessions on membership, Shared Services, developmentally appropriate practice, leadership and other areas as appropriate for the organization
- Communicate periodically with NAEYC relevant leadership

#### **F. Advocacy**

- Reaches out to members, stakeholders and potential stakeholders to share organizational and membership information
- Attends community events and hosts organizational functions, promoting the organization, highlighting the benefits of membership to the public and educators
- Supports NMAEYC and NAEYC agenda for advocacy
- Informs membership of state-wide initiatives in early childhood policy
- Galvanizes membership in support of NAEYC and NMAEYC-backed local, state, and national policy initiatives.

#### **G. Recognition & Compensation**

- Encourage scholarship development for conference, professional developments, shared services, etc.

- Explore teacher excellence program with donated recognition component
- Develop program to highlight teachers or activities on website
- Completes other duties as assigned

## **ACCOUNTABILITY**

The candidate hired for this position will have monthly progress reviews for the first three months and then quarterly thereafter to monitor goal attainment, grant implementation, strategic planning alignment and update action plans. This is an at-will position.

## **SALARY/BENEFITS**

- Competitive salary and benefits through cafeteria plan choices.
- Competitive sick, holiday, and vacation time policies

## **TO APPLY:**

To apply: Send cover letter and resume to [apply@nmaeyc.org](mailto:apply@nmaeyc.org)  
Preference given to applications received by July 5<sup>th</sup>, 2018