

## **Director of Membership & Engagement Association of Child Life Professionals**

### **About the Association of Child Life Professionals**

Established as a nonprofit organization in 1982, the Association of Child Life Professionals (ACLP) advances the field of child life by establishing and maintaining professional standards, enhancing the professional growth and development of members, and advancing the credibility of the child life profession by fostering research and promoting the standards of child life practice on a national and international level.

The Association represents trained professionals with expertise in helping infants, children, youth, and families cope with the stress and uncertainty of illness, injury, and treatment. ACLP is comprised of more than 5,000 individuals representing at least 600 organizations worldwide. Learn more about ACLP at [childlife.org](http://childlife.org).

### **Working for ACLP**

ACLP's headquarters is in Falls Church, Virginia. ACLP is open to the consideration of a fully remote position to hire the candidate that is the best fit for our association. ACLP offers eligible employees a comprehensive range of benefits, including medical, dental, vision, and life insurance. Additional benefits include a 401(k) savings plan with strong company match, paid holidays, sick and vacation leave, and more.

### **Position Summary**

Provides strategic direction and oversees all aspects of ACLP's membership program, child life data center program, and student and emerging professional initiatives. Serve as member of Senior Staff Leadership Team.

### **Major Areas of Responsibility**

- Develop and oversee execution of new member recruitment plan
- Create strategic plans to attract new members and customers, including underrepresented or underserved groups, building on ACLP's commitment to diversity, equity, and inclusion
- Serve as a leader and coach for team members in the areas of membership and customer experiences Develops, oversees, and evaluates overall member retention plans, including annual membership renewal campaigns and procedures
- Works with the Communications Team to develop and execute opportunities to communicate member value propositions and market programs and services through publications and online channels
- Oversees the Child Life Professional Data Center, including user onboarding, user support, promoting CLPDC subscriptions, and collaborating with subject matter experts to enhance data literacy in the child life field

- Oversees, implements, and evaluates engagement programs and services for members
- Oversees student and emerging professional programs and services
- Oversees administration of member database and data integrity processes and work to create efficiencies as needed
- Generate and analyze data and statistical reports *re:* IAAO membership and customers, identifying trends as well as development opportunities
- Maintains awareness of issues of importance to the child life profession to respond with timely services and programs to benefit the membership
- Identify, represent, and/or coordinate staffing of industry events and regional/affiliate meetings
- Liaison to committees, task forces or initiatives, as requested
- Monitor budgets and actuals for all areas of revenue and expense related to membership and child life data center program
- Other duties as assigned

### **Education, Experience, & Skills/Abilities**

- Bachelor's degree or higher required
- 5-10 years' experience in membership development with a record of achieving strategic outcomes and delivering on an organization's mission
- Association or nonprofit background (or transferable experience from the corporate world)
- CAE desirable
- Experience developing and implementing plans and strategies to meet mutually agreed upon goals and objectives
- Financial experience necessary to develop and manage departmental budget along with creative approaches to increase ROI
- Ability to manage team members in a hybrid work environment
- Analytical mindset balanced with the ability to zoom out and tell the bigger story
- Innovative risk-taker willing to experiment with new approaches to enhance value and meet member needs
- Ability to prioritize, manage multiple projects simultaneously, and work well in an independent environment
- Ability to execute daily tactics that contribute to the overall strategic plan
- Excellent verbal and written communication skills
- Organized, detail-oriented, self-motivated, and results-driven
- Strong project management skills
- Dedication to furthering ACLP's mission, vision, core values, including DEI initiatives
- Proficiency with MS Office Suite; AMS, CRM, and relational databases; website and online community, digital and social media platforms, with the ability to quickly learn innovative technologies
- Ability to travel, as required, in alignment with budget to achieve goals

**Job Status**

The Director of Membership & Engagement is a permanent, full-time position and is classified as exempt

**Salary and Benefits**

ACLP offers a competitive benefits package.

**To Apply**

Please submit a cover letter and resume detailing your expertise, experience, and competencies for this position through [ASAE here](#).