



## **Director of Membership**

### **National Athletic Trainers' Association**

*Metro Dallas Area (hybrid work environment)*

The Moran Company is pleased to partner with the **National Athletic Trainers' Association** to conduct a national search for the organization's next Director of Membership.

#### **Organization Background**

The [National Athletic Trainers' Association](#) (NATA) is the professional membership association for certified athletic trainers and others who support the athletic training profession. Founded in 1950, NATA represents more than 38,000 members worldwide today. The majority of certified athletic trainers choose to be members of NATA to support their profession and to receive a broad array of membership benefits. The NATA national office currently has more than 40 full-time staff members who work to support NATA's mission.

#### **Position Summary**

The National Athletic Trainers' Association (NATA) is seeking a strategic, creative member-centric professional to lead the membership function and team and to advance the association's mission to represent, engage, and foster the continued growth and development of the athletic training profession and athletic trainers as unique health care providers.

The Director of Membership develops and implements analytics-driven membership sales and business development strategies to drive revenue goals and outcomes. The position is responsible for overseeing all aspects of membership acquisition, engagement, retention, and business development for NATA. This role develops and implements strategies to attract new members, enhancing and promoting member benefits and services to address current and impending member needs, ensuring high levels of member satisfaction, and leading overall Business Development strategy to grow media sales and corporate sponsorship.

A member of the NATA leadership team, the Director of Membership serves as a key influencer between internal departments to lead initiatives that drive member satisfaction and outcomes. In addition, this position works closely with marketing and communication on messaging and campaign initiatives to achieve membership goals. The Director of Membership manages a team of 7, all of whom operate in a hybrid work environment. This position is expected to be located in the Dallas metropolitan area.

## **Responsibilities**

### ***Membership Acquisition***

- Establish value propositions that address member needs and achieve recruitment goals.
- Develop and execute strategies to attract new members, including targeted marketing campaigns, outreach initiatives and networking opportunities.
- Conduct market research to identify potential target audiences and explore new channels for membership growth.
- Collaborate with other departments to develop compelling membership resources and pricing structures.
- Track and analyze membership trends, adjusting acquisition strategies as needed.

### ***Membership Engagement and Retention***

- Partner with Director of Marketing & PR to develop targeted value-driven messaging that enhances retention and engagement.
- Leverage predictive analytics to forecast future outcome.
- Partner with departments to develop and implement programs to enhance member engagement based on member data.
- Develop, adopt and/or deliver membership benefits, services and experiences that align with member needs.
- Regularly assess and quantify member experience, engagement, and satisfaction to inform strategy and address issues or concerns.

### ***Database Management***

- Maintain an accurate and up-to-date membership database, including member profiles, contact information, and membership status.
- Work with IT to streamline and ensure process and practice efficiency.
- Generate regular reports on membership statistics, including growth rates, retention rates, demographic data and projected trends.
- Utilize data analysis to identify trends and opportunities for enhancing membership engagement and retention.
- Ensure compliance with data protection regulations and maintain the security and confidentiality of member information.

## ***Business Development***

- Advise and oversee the development and implementation of a comprehensive business development strategy aligned with overall organization goals and objectives.
- Set key performance indicators (KPIs) and metrics to measure the effectiveness of business development initiatives.
- Monitor and analyze market trends, competitive activities, and customer feedback to identify areas for improvement.
- Provide input and market insights to sales manager to ensure alignment with customer needs, market trends and opportunity.
- Prepare and present regular progress reports, sales forecast, and business development updates to senior leadership.
- Establish annual business development revenue goals based on market opportunity.

## ***Collaboration and Leadership***

- Work closely with cross-functional teams, including marketing, education, events, and finance, to lead and coordinate membership-related activities.
- Manage a staff team of 7. Provide leadership and guidance to membership, sales staff and volunteers, fostering a positive and productive outcomes-driven work environment.
- Identify and nurture new collaborations and relationships that support new member benefits and enhance value.
- Collaborate with the executive team to develop, lead, and implement long-term membership strategies and goals.
- Stay informed about industry trends and best practices in membership management, applying innovative approaches to enhance the membership experience.
- Establish annual membership recruitment and retention revenue goals.
- Liaison to one or more volunteer committees.
- Strong organizational and project management skills, with the ability to prioritize tasks and meet deadlines.
- Leadership experience and the ability to motivate and inspire a team and peers.
- Knowledge of relevant industry regulations and data protection policies.

## **Skills and Qualifications**

- Bachelor's degree in business, sales, marketing, communications, or a related field.
- Seven plus years proven experience growing membership, recruitment, and engagement, preferably in a professional association, nonprofit organization, or similar setting.
- Five plus years' experience managing teams.
- Analytics mindset and the ability to utilize data to drive decision-making.

- Strong knowledge of membership acquisition and retention strategies.
- Excellent interpersonal and communication skills, with the ability to influence and build relationships across generations that drive outcomes with a diverse range of individuals.
- Proficiency in using membership management software and databases.

## **Compensation and Benefits**

The salary range for this position is based on qualifications and experience. Benefits include a full range of health insurance (medical, dental, vision, and prescription), pension plan, retirement contributions, disability insurance, life insurance, generous paid time off, and other benefits.

***NATA is an Equal Opportunity Employer.***

## **Application Process**

The search for the National Athletic Trainers' Association is being conducted by The Moran Company. To apply, submit a cover letter and resume to John Gravley, The Moran Company. The resume should be chronological and include all professional education and experience, dates of employment (month and year), position/title, and organization names. [\*\*APPLY NOW\*\*](#)