



LEADERSHIP • TECHNOLOGY • INNOVATION • LEARNING

POSITION TITLE: Director of Membership and Corporate Engagement

Date Posted: October 8, 2024
Closing Date: Open until filled.
Reports To: Executive Director
Job Type: Full-time telecommuting, exempt position
Salary Range: \$95,000 - \$115,000 USD

COMPANY OVERVIEW

Founded in 2001, [SETDA](#) is the principal non-profit membership association representing U.S. state and territorial educational technology and digital learning leaders. SETDA provides well-established forums for advocacy for policy and practice, professional learning, inter-state collaboration, and public-private partnerships centered on digital learning and equity.

SETDA employs a small, motivated, collaborative, and highly-skilled team. We offer a robust employee benefits package with generous leave time, health insurance, a matched 401K, and other benefits.

SETDA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

POSITION SUMMARY

As the **Director of Membership and Corporate Engagement**, you will be responsible for overseeing and enhancing the membership experience within SETDA, ensuring that the needs and interests of state education agency members, affiliate members, and corporate members are met, while driving both membership growth and retention. The Director of Membership and Corporate Engagement **will develop and implement strategies to attract new members, maximize membership value, and generate sustainable revenue streams** that support SETDA's mission.

As an integral part of the SETDA leadership team, your efforts will directly contribute to increasing membership revenue by identifying opportunities to expand the member base, optimizing membership dues structures, and creating new programs and offerings that deliver enhanced value. A central focus will be to ensure the membership program consistently meets or exceeds revenue targets, integrating membership strategy with SETDA's broader financial and operational goals.

You will play a key role in cultivating and strengthening partnerships with senior leaders across emerging companies, established businesses, non-profit organizations, and government agencies. In this capacity, you will directly contribute to SETDA's financial health and long-term

sustainability, ensuring the success of SETDA's full range of products, services, and events while identifying and pursuing new revenue-generating opportunities.

DUTIES AND RESPONSIBILITIES

Membership Management

- Serve as the primary staff liaison to SETDA's state education agency members, affiliate members, and corporate members, ensuring their satisfaction and understanding their needs.
- Build and maintain a pipeline of qualified membership opportunities through relationship-building and proactive initiatives aimed at recruitment and retention.
- Support the Director of Operations in managing the membership renewal process, providing necessary insights and communication to enhance member engagement and ensure a smooth renewal experience.
- Oversee the [Emerging Private Sector Partnership](#) program, cultivating strong relationships with private sector partners and encouraging their engagement with SETDA and its members.
- Monitor and analyze membership data and trends to inform strategic planning and decision-making.
- Accurately manage and maintain CRM records, aligning with membership sales processes and forecasting membership revenue.

Corporate Engagement

- Develop new membership opportunities through proactive outreach, prospecting, and networking with potential members.
- Establish and cultivate relationships with key decision-makers across potential corporate member organizations to drive engagement and participation.
- Present SETDA's value proposition and membership benefits to key leadership and executives both virtually and in-person.
- Identify and pursue corporate sponsorships, partnerships, and custom membership packages to increase revenue and expand corporate engagement.
- Collaborate with the Executive Director, the Director of Projects and Initiatives, and leaders across private sector partners, non-profit organizations, and government agencies to foster broader engagement with SETDA's community.

Collaboration and Communication

- Collaborate with the Marketing and Communications Manager to develop and execute marketing and communication plans to promote membership benefits and activities.
- Facilitate communication and collaboration among members, representing SETDA at select external meetings and events to engage with prospective members and partners.
- Provide regular reports on membership metrics and initiatives to the SETDA leadership team.

General Duties

- Collaborate with other SETDA staff to ensure a cohesive and member-centric approach to all association activities.
- Facilitate committee and collaborative meetings as assigned.
- Perform other duties as assigned.

REQUIRED QUALIFICATIONS

- Education: Bachelor's degree in business administration, marketing, communications, education, non-profit management, or a related field is required. Equivalent combination of education and experience may be considered.
- Deep understanding of public K-12 market and educational technology landscape.
- Proven experience in customer service, with a preference for experience in association or non-profit environments.
- Ability to work under pressure and handle multiple projects with overlapping timeframes and short deadlines.
- Sensitivity to and understanding of diverse cultures, backgrounds, and perspectives to foster inclusivity and equity.
- High ethical standards and integrity, with a commitment to advancing SETDA's mission and values.
- Flexibility to work outside of traditional hours, especially during SETDA conferences or events and availability for occasional out-of-state travel for conferences, events, and member meetings.

PREFERRED QUALIFICATIONS

- Exceptional member service orientation and commitment to building a member-centric organizational culture.
- Demonstrated success in driving membership growth and enhancing member retention, ideally in a revenue-generating role.
- Strong negotiation, influencing, and relationship-building skills, particularly with senior executives across corporate, nonprofit, and public sectors.
- Ability to develop and maintain strong partnerships with members and stakeholders to foster engagement and collaboration.
- Excellent interpersonal, written, and oral communication skills.
- Self-motivated and technologically proficient, with experience working in a virtual office environment and collaborating with colleagues across multiple time zones.
- Familiarity with Google Workspace, CRM systems, and project management tools (such as Asana), along with communication platforms like Slack.

AVAILABILITY DATE

The Executive Director seeks the selected candidate to begin their service at the earliest opportunity, allowing for a reasonable transition period to provide notice to their current employer.

APPLICATION PROCESS

Information about SETDA and its members, initiatives, and programs may be found at www.setda.org. **This position is open until filled.**

To apply for this position, include:

- a cover letter describing your interest, qualifications, and experience
- your resume
- a list of 3-5 references

Send your application materials via email to Tera Daniels, Director of Operations, at tdaniels@setda.org.