



NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

Job Posting:

Director of Membership Programs

The Director is responsible for developing and executing programs designed to deliver tailored content and resources relevant to specific member communities, which are based on demographics, location, business focus, or other factors. The Director is responsible for managing and overseeing content strategies, relationship management, product and service delivery, event planning and implementation, and marketing.

Duties & Responsibilities:

- Develop and execute a strategic plan to establish and nurture relationships with affiliated industry leaders and organizations to promote the value of NAIFA membership as an indispensable resource partner.
- Leverage NAIFA's existing member benefits of professional development, knowledge sharing, advocacy, and association resources to deliver programs relevant to the specific needs of professionals within a member community.
- Oversee and manage product delivery for benefits within each member community to include: managing the website; social media activities; webinars and other educational events to members both in-person and virtually; and developing newsletters and reports.
- Oversee member community networking events and collaborate with NAIFA's Professional Development and Education and Communications Teams to ensure effective delivery of workshops and other meetings, including managing event calendar, coordinating speakers and facilitators, and finalizing event activities and discussion points.
- Perform administrative functions as necessary, including budgeting and forecasting, marketing and promotion, and financial analyses.
- Represent NAIFA, as appropriate and requested, at state and local association meetings and industry trade shows/meetings.
- Work well with other employees, function as a team player, and accept constructive suggestions for improving job performance from supervisors and managers.
- Maintain regular and consistent attendance.
- Perform other duties as assigned.

Education and Experience:

- Bachelor's degree required and 5-7 years of experience in association management, preferably in marketing, membership or chapter relations, 3-5 years of supervisory experience, or equivalent combination of education and experience. and proven experience establishing and nurturing business relationships for non-dues revenue

Knowledge, Skills and Abilities:

- Exceptional interpersonal, communication, negotiation, and presentation skills
- Excellent management and supervisory skills
- Highly skilled in building relationships with both external and internal clients
- Expertise in association marketing, membership, and non-dues generation
- Strong analytical skills, as evidenced by experience with drawing insights from data and making decisions accordingly
- Excellent listening and communication skills, balanced and reasoned approaches to problems, ability to inspire trust and confidence, and flexibility and openness to differing points of view
- Driven leader and motivated by results
- Proficiency with relevant computer applications
- Must be available and willing to travel to such locations and with such frequency as the employer determines is necessary or desirable to meet its business needs

About NAIFA:

Founded in 1890 as The National Association of Life Underwriters (NALU), NAIFA is one of the nation's oldest and largest associations representing the interests of insurance professionals from every Congressional district in the United States. NAIFA members assist consumers by focusing their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. NAIFA's mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. For more information about NAIFA, visit www.naifa.org.

Compensation & Benefits:

NAIFA recognizes how important it is to provide our employees with the best possible environment in which to work. We offer a generous benefits package that includes:

Health and Dental Plan
Prescription Plan
Life, AD&D, and Business Travel Insurance
Short and Long Term Disability Insurance
Legal Services Plan
401(k) Savings Plan
Flexible Spending Accounts for Uninsured Medical and Dependent Care
Tax-Free Commuting Reimbursement Plan
Discounted Gym Memberships

NAIFA also offers various programs and benefits to assist employees with work/life balance solutions, such as an Employee Assistance Program, wellness programs, direct deposit, business casual dress code, flexible work schedules, educational seminars, and free parking. NAIFA is located one mile from the Dunn Loring Metro Station on the Orange Metro Line.

To Apply:

To apply, submit cover letter and resume to Karen Polizos, Manager of Human Resources, at recruiter@naifa.org. Please reference: Director of Membership Programs

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