



NATIONAL HEAD START ASSOCIATION

Job Description

Job Title:	Director of Member Relations
Department/Program:	Operations/Membership
Reports to:	Director of Governance and Operations
Managing:	Membership Services Coordinator
FLSA Status:	Exempt
Origination Date:	August 14, 2019

ABOUT US

The [National Head Start Association](#) (NHS A) is a nonprofit organization committed to the belief that every child, regardless of circumstances at birth, has the ability to succeed in life. NHS A is the voice for more than one million children, 200,000 staff, and 1,600 Head Start grantees in the United States. Since 1974, NHS A has worked diligently for policy changes that ensure all at-risk children have access to the Head Start model of support for the whole child, the family, and the community.

NHS A is located at [1651 Prince Street, Alexandria, Virginia 22314](#). Our four-story office is less than a five-minute walk from the King Street-Old Town [WMATA](#) metro stop, which also connects with the [DASH](#) and [VRE](#) transportation systems. We are conveniently located in Old Town Alexandria surrounded by plenty of food options including sandwich shops, restaurants, food delivery services, and a Whole Foods Market.

MISSION AND VISION

NHS A's vision is for Head Start to lead – to be the untiring voice that will not be quiet until every vulnerable child is served with the Head Start model of support for the whole child, the family, and the community – and to advocate – to work diligently for policy and institutional changes that ensure all vulnerable children and families have what they need to succeed. NHS A's mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

OUR CULTURE

NHS A is proud of our inclusive, collaborative, and professional culture. We value and reward teamwork, initiative, creativity, and intellectual and professional growth. We seek those qualities when considering people to join our team.

Collaboration

NHSA works in teams— we share ideas, brainstorm endlessly, and constantly seek innovative ideas that advance NHSA’s and Head Start’s missions.

Vision

NHSA values colleagues who see and seize opportunities, take risks, learn from failure, and bring a relentless passion for our mission.

Creativity

NHSA team members use data to form original insights. We find ways to incorporate innovative ideas and approaches that exist in the rich and vital Head Start community to pursue our mission.

Mindfulness

NHSA has an organization-wide commitment to strive for excellence; we set clear objectives, achieve ambitious goals, ensure accountability for results, and focus on our impact.

Intellectual Growth

NHSA values those who are curious and hungry for knowledge. Reflecting Head Start’s 50 years of commitment to continuous improvement, our staff is committed to personal and professional growth, understanding, and commitment to NHSA’s mission.

THE OPPORTUNITY

The opportunity to succeed in school and in life, regardless of circumstances at birth, is a core American value, and for the past fifty years, the Head Start community has embraced the challenge of delivering on that value and changing life trajectories for the nation’s most vulnerable children and their families. A strong and sustainable future for Head Start will mean the success of generations of children who may otherwise struggle throughout their lives. Their future success rests on the knowledge, commitment and collaboration of families, programs, researchers and policymakers.

With a workforce of over 200,000 people in Head Start in over 1,600 grantees, the relationship portfolio of the membership unit holds a high responsibility of ensuring that NHSA is measuring up to the needs of Head Start. NHSA strives to add value to

the membership and leverage the value of NHSA membership with external audiences.

NHSA is seeking a **Director of member relations** to provide a key external presence for NHSA, building the roster of member programs and expanding NHSA's role as a leader in the broader early learning community. This position will report to the Director of Governance and Operations, and will work in a matrix-management organization with various units including the conferences and events, information technology, and partnerships. The **Director of Member Relations** will supervise one full-time staff member in the membership unit. The ideal candidate will be highly organized and be able to set objectives, manage, and see projects through completion. He/she should have the strength and ability to work independently and as a vital and contributing member of a team. The **Director of Member Relations** should have experience/aptitude with membership database software especially Salesforce/MemberNation or other constituent relationship management systems. This position interacts largely with our current and potential member Head Start grantees, their staff, leadership, and parent community and is the NHSA member's customer conscience and concierge. An unwavering commitment to NHSA's mission and a can-do attitude will make him/her successful.

Major Duties and Responsibilities

New Membership Development (50%)

- Achieve and maintain 100 percent membership of Head Start, Early Head Start, and Early Head Start-Child Care Partnerships grantees and their partners to NHSA.
- Working with other NHSA staff design and ensure an optimal membership experience (for members and prospective members) during events and through every contact of members and NHSA including phone, email, mailing, etc.
- Act as the primary relationship manager for a growing portfolio of new members, in a manner that creates a deep relationship bond with NHSA.
- Develop effective strategies of membership recruitment based on market research and analysis to engage new members and grow the membership base.
- Work in a matrix-management environment to cultivate, pitch, acknowledge, track, steward, and renew support in all membership categories, with priority on program members.

- Develop campaigns working closely with the marketing unit.
- Write proposals, letters of inquiry, appeals, member profiles, and other communications as needed.
- Prepare membership appeals through all communications channels but primarily through phone calls for non-members to join NHSA.
- Maintain a high level of professional and clear communication between all NHSA components to establish and maintain credibility, trust, and support with both internal and external audiences to Head Start.
- Organize and support all aspects of prospecting events and other activities, major member recognition events, and other receptions.

Current Member Stewardship (25%)

- Work in the matrix-management environment to supervise all aspects of member stewardship.
- Organize and support all aspects of prospecting events and other activities, major member recognition events, and other receptions.
- Maintain calendar of current membership events and integrate into other NHSA calendars.

Member Services Management and Experience (25%)

- Generate and analyze reports on solicitation, cultivation, and overall membership progress on a weekly, monthly, quarterly, and annual basis or other agreed to frequency.
- Track member engagement through Salesforce/MemberNation.
- Be independent and reliable on administrative tasks within projects and campaign such as, but not limited to, updating data, mailings, and presentations.
- Perform other related duties as assigned and required.
- Maintain and operate an annual membership services plan to ensure a sound and functioning membership unit that encompasses focusing on returning members and new members.

THE REQUIREMENTS

- Demonstrated passion for Head Start's commitment to ensure every vulnerable child has the opportunity to succeed and demonstrated passion for NHSA's mission.

- A good ear for sensing the trends that are emerging through the Head Start community and a perception of patterns that are becoming evident, and a strategic understanding
- Capacity to design and execute multiple and constantly changing projects, with both creativity and high-quality work, on tight deadlines.
- Innovative and analytical approach to problem solving.
- Ability to adapt quickly and confidently to new challenges and job requirements with entrepreneurial thinking, even while under pressure.
- Highly effective communication skills, both written and verbal, and strong persuasion and influencing skills.
- Make use of good judgement, flexibility, and problem-solving skills.
- Competency in Microsoft Office and Google Suite experience with databases is a plus.
- Competency in Salesforce or other membership database system.
- Knowledge of and interest in broad nonprofit management and member driven organization issues.
- Strong ability to learn new software and/or tools in order to execute the responsibilities of the position.
- Bachelor's degree; a thirst for learning a plus.
- Master's degree a plus.
- A minimum of five (5) years employment with a Head Start grantee, Head Start state or regional association.

THE PROCESS

Please submit your cover letter, résumé, and writing samples (1-3 pages of non-technical writing) to jobs@nhsa.org with **Director of Member Relations** in the subject line.

NHSA IS AN EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.