



## SENIOR DIRECTOR OF EDUCATION & MEMBERSHIP

The American Society of Human Genetics (ASHG) is recruiting a **Senior Director of Education & Membership**, reporting to the Executive Director. This new, management team-level position will lead ASHG efforts to analyze, serve and grow its membership and community, as well as maintain and further develop valued education programs that serve members at all careers stages as well as key public audiences.

ASHG is a global professional society serving one of the most exciting and promising areas of research. A non-profit organization founded in 1948, ASHG has approximately 7,000 members worldwide committed to advancing genetic and genomic science and to improving health. ASHG hosts about 7,500 attendees annually at the world's largest genetics and genomics scientific meeting; publishes one of the field's most respected journals; partners with fellow societies worldwide; and undertakes public, policy, and education programs throughout the year.

The successful candidate will possess demonstrated leadership and significant management experience; substantial association experience developing and implementing career development and education programming to drive member value, acquisition and retention; membership strategy and analysis experience; a deep appreciation for the importance of educating and engaging public audiences; and a demonstrated ability to work in teams. The candidate should also have a solid data and technology orientation, with experience using data from digital program and membership management tools such as AMSS, webinar platforms, CMSs, email marketing systems, web analytics, etc.

### Major responsibilities

- **Leadership and Strategy:** Engages ASHG Board, committees, staff and consultants to shape and implement a multi-year membership retention, recruitment, and engagement strategy and to maintain and grow ASHG's high-value education programming. As a member of senior staff, represents ASHG at other allied meetings and events (may require ~10% travel) and takes part in organization-wide strategic planning activities.
- **Research & Data:** Guides development and execution of research strategies to better define and understand ASHG member cohorts, membership drivers/trends, and educational interests that serve different membership constituencies, including trainees, established regular members, diverse communities, and others. Tracks, analyzes, and reports on membership and education performance, using results to evaluate effectiveness and work with marketing and program staff to modify and consistently improve activity.
- **Program Development & Execution:** Works as part of the senior leadership team to shape, refine and help prioritize ASHG programs that serve mission and reinforce membership. With a skilled education team, drives continued growth and evaluation of current and new education efforts. Programs may include those at ASHG's Annual Meeting; a growing capacity for year-round member- and public-facing education efforts leveraging online learning and engagement; and volunteer and member recognition programs.
- **Communications:** Ensures smooth join/renew processes for members, and works with communications colleagues to develop member onboarding and engagement practices. Works collaboratively with marketing and communications staff on brand and marketing strategies and oversees web content and other relevant material related to membership and education.
- **Operations & Finance:** Works as part of a cross-organizational team to implement, maintain and enhance ASHG's association management system as a key organization-wide resource with accurate, up to date information. Provides input on key data and reporting needs to support membership and education functions. Assumes financial responsibility for membership and education budget, staff and consultant needs and contributes to larger organizational budgeting and priority setting. Manages several full-time staff members, plus fellows and interns.

## Qualifications

- 10+ years of experience in progressively responsible association membership and program development roles, with regular, confident engagement of executive, committee, and Board leadership. Experience working in scientific or engineering societies/associations a strong plus.
- 3+ years direct supervisory experience. Second-level management experience a plus.
- Bachelor's degree required; master's degree and/or CAE a strong plus.
- Excellent verbal and written communication skills, as well as senior-level interpersonal skills, emotional intelligence, and customer service orientation to interact with and support colleagues, members and partners. Desire to work collaboratively across programs and functions.
- Enthusiasm for science and its essential role to inform and improve human health and knowledge. Capacity to understand scientific concepts and support volunteer-led program development on scientific topics.
- Substantial experience using data management systems as well as virtual event technology, association management systems, online education and career platforms, etc. Experience monitoring and leveraging web analytics and social media marketing data to inform strategies.
- Proactive project management and organizational skills to oversee multiple project priorities.
- Substantial financial management experience, with direct budget accountability. Grant management experience a plus.
- Sound judgment and problem-solving attitude. Ability to work in a collaborative team environment while also knowing how and when to take initiative.

The position is based at ASHG headquarters in Bethesda, MD (moving in mid-2018 to newly designed space in lower Rockville/North Bethesda near both 495 and 270 exits and amenities). We offer a work environment with a great mission, collegial team, and professional trust and respect. We also offer a competitive salary and excellent benefits, including flexible schedules and a telework policy; a generous 403(b) pension plan; and excellent vacation, medical and dental plans. ASHG is an Equal Opportunity Employer. Please provide a cover letter with salary requirements and a resume when you apply through: <http://www.faseb.org/employment>

For more information about ASHG, please visit [www.ashg.org](http://www.ashg.org)

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