



Iowa Association of School Boards® Job Description

Title: Director of Member Outreach & Marketing
Person in Position: Vacant
Reports To: Associate Executive Director, Communications & Events
FLSA Classification: Exempt
Employment Status: Regular Full-Time, Regular Part-Time (1.0. FTE)

Position Summary

The Member Outreach & Marketing Director will administer IASB's marketing initiatives, member relations, and the IASB Foundation. This role requires a versatile professional with a background in communications, business, or a related field, capable of developing and executing effective marketing strategies, fostering strong relationships with members and affiliate partners, and overseeing the growth and impact of the IASB Foundation.

Qualifications

1. Bachelor's degree in Communications, Marketing, Business Administration, or a related field.
2. Minimum of 3-5 years of experience in member relations, marketing, or nonprofit management.
3. Proven experience in developing and executing marketing strategies.
4. Experience with fundraising and managing a foundation or similar entity is highly desirable.
5. Strong project management skills with the ability to manage multiple tasks and deadlines.
6. Excellent written and verbal communication skills.
7. Demonstrated ability to build and maintain relationships with diverse stakeholders.
8. Proficiency in digital marketing tools and platforms.
9. Ability to work effectively in a collaborative team environment.
10. Passion for education and commitment to the mission of IASB.
11. Experience serving on a school or non-profit board is highly desirable.

Essential Functions

Responsible for creating and implementing programs, projects, events, and campaigns that engage current and prospective clients to enhance brand awareness, cultivate leads, generate new business, and increase existing business.

MARKETING

- Collaborate with the AED Communications & Events and other team members to develop comprehensive marketing strategies for IASB events, initiatives, and membership engagement. This involves planning, executing, and evaluating marketing programs that include the development of new projects, technologies, campaigns, events, and partnerships in a way that improves brand awareness and generates quantifiable incremental business.
- Analyze market trends and member needs to adjust marketing strategies accordingly.
- Collaborate with the Communications Specialist to develop visually appealing graphics for print and digital marketing materials, including mailers, flyers, signage, and social media posts.
- Collaborate with cross-functional teams and other team members to ensure alignment of marketing efforts with organizational goals and priorities.

MEMBER OUTREACH & RELATIONS

- Build and maintain strong relationships with IASB members, understanding their needs and ensuring high levels of member satisfaction.
- Support member engagement initiatives by developing targeted marketing campaigns to promote membership benefits, events, and resources. Work closely with the Membership Specialist to ensure effective communication with current and prospective members.
- Serve as the primary point of contact for member inquiries and concerns, providing timely and effective resolutions.

AFFILIATE PARTNERSHIPS

- Establish and nurture relationships with affiliate partners to support mutual goals and initiatives.
- Identify potential partners and develop collaborative programs that benefit IASB members and stakeholders.
- Manage affiliate agreements, ensuring compliance and mutual benefit.

IASB FOUNDATION MANAGEMENT

- Support the IASB Foundation, including strategic planning, fundraising, and program development.
- Identify and pursue funding opportunities, including grants, sponsorships, and donations.
- Support the Foundation's budget and financial activities, ensuring transparency and accountability.
- Support the development and implementation of Foundation programs and initiatives that align with the IASB's mission and goals.

Core Organizational Functions

1. Project positive, optimistic image to staff, IASB members, vendors and others.
2. Show commitment to service by responding promptly, courteously and accurately to requests from members, staff or others.
3. Practice effective teamwork by contributing to the work of others and collaborating effectively.
4. Exhibit personal accountability and qualities of integrity, ethics, credibility, and a commitment to the association's mission.
5. Follow IASB policies and company procedures.
6. Support innovation and improvement by accepting new challenges, incorporating new learning, and participating in continuous improvement processes.
7. Perform other duties as assigned for the efficient and effective operation of IASB.

Physical Requirements

1. Able to sit at and operate a computer for extended periods.
2. Able to occasionally lift and/or carry materials or equipment over 25 pounds.
3. Able to walk up and down stairs.
4. Able to occasionally walk and/or stand for extended periods.
5. Able to drive a vehicle.

Terms Of Employment

At will.

Evaluation

Performance of this job will be evaluated in accordance with this job description and IASB's evaluation process.

IASB reserves the right to change this job description for the efficient and effective operation of this association.

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