



August 2017

The American Camp Association, New England is a 501(c)3 organization serves as the hub for camp information, resources, and all things summer camp in New England. We are seeking a **Director of Education and Professional Development** who will be responsible for all aspects of ACA New England professional development including events, training and the annual conference. Provide quality educational offerings and learning delivery options that meet Members' diverse needs. We are also looking for a **Director of Membership and Engagement** who will be responsible for enhancing ACA New England's membership; individual, camp and business recruitment and retention programs to meet organizational goals.

More information about each position is provided below. To apply, please send your resume to Bette@acanewengland.org. We hope to have these new team members on board in September 2017.

Director of Member Services & Engagement

Responsible for enhancing ACA New England's membership; individual, camp and business recruitment and retention programs to meet organizational goals.

Key Responsibilities:

MEMBERSHIP – for Individuals, Camps & Businesses

- Develop and execute proactive high quality recruitment and retention strategies
- Identify and analyze changing needs and trends of Members
- Develop and implement initiatives and services that serve the needs of new and existing Members that strengthen and grow revenue
- Maintain positive relationships with Members and provide outstanding customer service
- Promote Member benefits
- Track and monitor relevant metrics in order to recognize and respond to trends and issues that arise

ENGAGEMENT

- Work with key volunteers and staff to engage volunteers to meet organizational goals
- Promote ACA New England within the six-state region and develop positive relationships with other organizations
- Develop new business opportunities and investigate strategic partnerships

- Develop and oversee member affinity programs, evaluate program performance and manage business relationships
- Solicit sponsorships for events and programs that ultimately support all three types of members
- Partner with key volunteers and staff to recruit and retain Business Members and prospective business members for the vendor hall that is part of the annual conference

Required Knowledge, Skills and Qualifications:

- Bachelor's degree or equivalent required
- Demonstrated membership, sales or marketing experience with a track record of success
- Ability to collaborate with, develop and supervise volunteers
- Proven successful supervisory and administrative experience
- Strong oral and written communication skills
- Ability to analyze data and create reports
- Experience working in a creative, collaborative team environment
- Ability to manage multiple projects and work effectively with staff and volunteers
- Proficiency on a PC and with Microsoft Office Products
- Preferred competency in: Adobe Acrobat Pro, CRM database

Director of Education and Professional Development

Responsible for all aspects of ACA New England professional development including events, training and the annual conference. Provide quality educational offerings and learning delivery options that meet Members' diverse needs.

Key Responsibilities:

ANNUAL CONFERENCE

- Venues
 - Oversee venue selection
 - Coordinate onsite logistics including catering, AV, and room setups
 - Serve as primary venue liaison
- Program
 - Ensure content and activities are relevant and is highly valued by participants
 - Manage all aspects of the program including speaker, volunteer and attendee recruitment
 - Provide resources and evaluations
 - Collaborate with other ACA New England staff to promote the conference
- Exhibits
 - Manage exhibit hall operations - sales, floor plans, decorator, vendor communication, contracts, registrations, evaluations
- Sponsorships

- Work with Director of Membership and Engagement to develop and execute Sponsorship and Booth sales plans to support the conference and increase non-dues revenue

PROFESSIONAL DEVELOPMENT (in addition to the annual conference)

- Develop and implement a comprehensive strategic approach to professional development that is aligned with ACA New England's business plans and goals.
 - Conduct a needs assessment of members to determine needs and interests for education and training opportunities as well as timing and delivery methods.
 - Develop an annual work plan and calendar including all ACA New England education programs, trainings and events
 - Provide measurable value to camp professionals and staff by developing a robust portfolio of offerings and high quality customer service
 - Identify new program opportunities, markets and formats to ensure vibrant learning opportunities and produce revenue
 - Collaborate enthusiastically with volunteers to plan and implement professional development opportunities that meet appropriate learning needs and delivery expectations
 - Join forces with community members and other collaborators to organize joint learning events as opportunities become available
 - Maintain positive relationships with camp "educators"
 - Coordinate and actively plan and execute all aspects of various learning activities opportunities
 - Work with PR/Marketing to promote all learning opportunities

Required Knowledge, Skills and Qualifications:

- Bachelor's degree required or equivalent
- Experience developing ongoing adult education opportunities for diverse audiences
- Ability to collaborate with and develop volunteers
- Proven successful supervisory and administrative experience
- Strong oral and written communication skills
- Ability to analyze data and create reports
- Experience working in a creative, collaborative team environment
- Ability to manage multiple projects and work effectively with staff and volunteers
- Proficiency on a PC using Microsoft Office Products
- Preferred competency in: Adobe Acrobat Pro, CRM database and social media

TO APPLY: Send your resume to Bette@acanewengland.org or mail it to ACA New England, 80 Westview Street, Lexington, MA 02421