

## **Director, Membership**

A strategic goal of the Northeast Spa and Pool Association (NESPA) is to grow its membership base of pool and spa builders, installers and service professionals. NESPA is seeking to grow its membership in both existing and new markets, as well as expand its membership programs and chapter support.

The Director position reports directly to the CEO. This position is responsible for the design, development, and implementation of membership acquisition and retention programs. This includes working with new and existing chapters in membership programs that grow member value, improving retention for the overall association.

The right candidate will be excited and aggressive about recruiting members to the organization, onboarding them into the culture of the organization, and collaborating with existing and new chapters in bringing local services and support to member organizations. The Director will be asked to be creative and strategic in designing and implementing membership campaigns and have a commitment to goal setting and achievement.

### **Specific areas of focus include:**

#### *Membership Acquisition:*

- Design and implement membership recruitment campaigns.
- Be engaging with prospects through all communication channels.
- Attend industry events and meetings to represent NESPA and recruit members.

#### *Membership Retention:*

- Proactively engage with member companies to gain an understanding of their needs and the benefits they derive from membership in the Association.
- Track monthly retention statistics and develop and implement outreach strategies to lapsed members to improve overall retention.
- Create and manage member benefit programs that create real value for our membership, promote programs through the membership, and track member program usage and engagement with membership programs.

#### *Membership Engagement:*

- Attend association and industry events to promote membership and member engagement with NESPA.
- Monitor and share information gained through member engagement with other departments to improve the quality and uptake of education programming, The Pool and Spa Show, and government affairs.

*Chapter Support:*

- Collaborate with Chapter Staff and volunteer leaders on membership acquisition and retention programs.
- Support chapters in program offerings and identify ways to cross promote member benefits at the region and local level.
- Assist Chapter Staff with navigating our membership database and creating reports to better inform chapter boards of our membership progress and programs.

**Qualification:**

- College degree and at least 5 years experience working with a membership organization.
- Experience with trade associations preferred.
- Experience working with membership databases and use of analytics to track growth and retention.
- Some travel may be required.

The ideal candidate will be eager and excited to build membership for an association that has strong and stable existing base and legacy of membership involvement and volunteerism. This is an opportunity for someone who has experience in membership organizations and wants to move into a leadership role with a great opportunity to demonstrate growth.

**About NESPA:**

The Northeast Spa & Pool Association exists to advance the commercial interests of our members in the pool and spa industry. The Association provides education, networking and business support to meet the current and future needs of our membership and the industry as a whole. We also serve as a resource for product and safety information for consumers. For over forty years, NESPA has been affiliated with the Pool Hot Tub Alliance (PHTA). NESPA consists of four chapters – CONSPA (covering Connecticut), Long Island, Metro NY-NJ and PennJersey. Members include service companies, builders/installers, distributors, retail stores, manufacturer's agents, manufacturers, independent pool and spa service companies and sub-contractors. NESPA is the owner and producer of The Pool & Spa Show (formerly The Atlantic City Pool & Spa Show), one of the swimming pool industry's largest events. The Show draws an estimated 11,000 people to Atlantic City for 4 days of educational, business and social activities each year.