

Director of Member Relations & Association Advancement

F.T.E.: 100%

Start Date: July 1, 2017

Reports to: Vice President, Member Relations & Association Advancement

Salary: commensurate with experience; an attractive benefits package included

About TABS

A growing 501(3)(3) non-profit based in Asheville, NC, TABS serves roughly 250 university-prep boarding schools in the United States, Canada, and globally. The Association leads a domestic and international effort to promote awareness and understanding of boarding schools and to expand the applicant pool for member institutions. TABS is also the one-stop, indispensable resource for educators seeking training, research, guidance, and support on all issues pertaining to the boarding school experience. In addition, TABS is the voice for independent boarding schools, their historical contributions, and the benefits of living and learning in an academic community.

Among its new projects, the association has recently launched a comprehensive, 5-year outreach and advocacy campaign in the U.S. and Canada. This campaign is known as the North American Boarding Initiative, or NABI. The Association has also formed a new entity, TABS Insurance, Inc., which will offer members a tuition insurance program, with coverage available for the 2017-2018 school year. For more information about the association and its work, visit www.TABS.org

About Asheville

TABS is located in the city center of Asheville, N.C. (population 85,000). Asheville is the largest city in Western North Carolina and is an important regional center for health care and tourism. Downtown Asheville offers a small-town atmosphere with the amenities of a big city such as theater, museums, restaurants and shopping. Just a short drive from our office is the scenic Blue Ridge Parkway, and such iconic landmarks as the Biltmore House and the Grove Park Inn. The surrounding mountains offer numerous activities from mountain-biking and hiking in the summer to ice-climbing and skiing in the winter. Ranked first among the "Top 100 Best Places to Live" by Relocate America, Asheville is full of historical sites, museums, antique shops and diverse restaurants.

Job Scope

The Director of Member Relations & Association Advancement (DMRAA), a new role, reports to and collaborates with the VP of Member Relations & Association Advancement (VPMRAA) to manage two crucial aspects of the association's work:

1. Overall Member Relations and Engagement
2. Association Advancement (including: sponsorships, gift income, volunteer coordination, etc.)

Member Relations and Engagement

Alongside the VPMRAA, the DMRAA will manage a portfolio member-related, member-facing projects and activities, with the overall goal of advancing member relations to encourage strong affinity, measurable engagement (attendance at TABS events, participation in TABS programs, and volunteerism in the Association's work) and organic revenue growth. TABS relies on strong member engagement in the form of volunteerism to serve and support the staff as well as leveraging volunteers' skills and talents to serve the broader membership. As such, identifying, recruiting, coordinating, evaluating, and recognizing volunteers is central to this new role. Overall, the DMRAA functions as an important partner to the VPMRAA in service to and engagement with the TABS membership and together, in many respects, serve as the face of the organization, bringing the association's work to the membership and the voice of the membership back to the association.

Primary Member Relations Responsibilities

- In partnership with the VPMRAA:
 - develop and direct a comprehensive member relations program for member engagement, recruitment, and retention, including school visits, direct mail/email campaigns, website and social media content and development; managing and motivating member volunteers to participate in various programs; proposing and co-creating membership communications; analyzing results; and implementing new strategies and programs;
 - travel: visit member schools regularly, engaging core audiences to build inspiring and enduring relationships that can be cultivated and leveraged to benefit the individual, the schools they serve, and the association;
 - represent the association at key industry events through public speaking, exhibiting, networking, and direct sales / promotional activities;
 - manage relationships with other TABS departments to coordinate numerous membership activities, operational and budgetary issues, volunteers and task force activities, and to motivate and educate staff to participate in membership development;
 - partner with other TABS departments and the Executive Director to identify and develop new business opportunities;
 - provide strategic direction and financial planning of membership department as it relates to the association's strategic goals;
 - provide member feedback to TABS senior team and other staff to inform TABS strategic agenda;
 - manage special projects as assigned by the VPMRAA.

Association Advancement

The DMRAA will also assist the VPMRAA in several important new lines of work for the association. After years of outsourcing its sponsorship program, the association is bringing that program inhouse under the supervision of the VPMRAA. The first priority is to assist in the development and implementation of a strategy for attracting, retaining, and growing the number of corporate sponsors, which help fund the TABS mission.

A second, entirely new line of work, is philanthropic development. To support the work of the association, especially NABI, TABS must begin generating substantial revenue by pursuing grants from organizations aligned with our mission as well as generating gift income from more traditional sources.

Overall, the DMRAA serves as a critical strategic partner to the VPMRAA and the TABS Senior Team in identifying, establishing, developing, and stewarding partnerships that can contribute meaningfully to the association's growth, vitality, and success.

Primary Association Advancement Responsibilities

- In collaboration with the VPMRAA:
 - using a consultative selling approach, work with prospects to gain clear understanding of their needs, and develop customized sponsorship and proposal packages to win their business and acquire new revenue for the association;
 - actively recruit and develop a pipeline of new sponsorship prospects through outbound solicitations;
 - in conjunction with the TABS Marketing Team, plan, create, and oversee communication strategy to recruit and retain sponsors;
 - develop and implement periodic large mail and email appeals to targeted audiences to recruit new sponsors;
 - handle negotiations with sponsors and ensure that the agreement that has been reached is the closest to the objective of the plan;
 - manage onsite sponsor registration, set up, and provide customer service to sponsors during events;
 - act as a liaison between sponsors and the association;
 - develop feedback channels for sponsors to share insights on their experience;
 - seek in-kind support from different corporations and foundations;
 - work to cultivate prospects for solicitation;
 - craft and deliver compelling grant proposals.

The Ideal Candidate:

- has a Bachelor's degree, preferably a Master's degree;
- finds resonance with the mission of The Association of Boarding Schools;
- has experience in the boarding school sector, having either attended or worked for a boarding school, and understands the boarding school landscape inside and out, including current trends within the industry, with the ability to speak authentically and compellingly about them to a wide variety of constituencies;
- may have experience with non-profit fundraising strategy and execution, including experience with grant proposals, institutional donors, and long-term cultivation of top prospects and donors;
- possess strong negotiation and clear communication skills, both written and verbal;

- will be an outstanding relationship builder and have the ability to build rapport with members, volunteers, sponsors, and donors with diplomacy, discretion, and customer service orientation;
- has a proven track record setting, achieving, and surpassing measurable goals;
- enjoys traveling and is willing to be on the road 50% of the year;
- understands the collaborative role one must play in a small, ambitious association that is working hard to deliver big for its members;
- possesses a growth mindset and is open to giving and receiving feedback to improve her/himself and the TABS team;
- is culturally competent and embraces diversity;
- works well in a team environment;
- is positive, upbeat, and possesses a can-do spirit.

Specific Instructions:

Applications will be accepted until early spring, or until the position is filled.

Email or mail letter of interest and resume to the addresses below

No phone calls or faxes, please.

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