

WTSI Job Description

Job Title: Director of Membership and Chapter Relations
Reports to: Senior Director of Operations
FLSA Status: Exempt
Work Location: In Office and Hybrid (exact schedule to be agreed upon with supervisor and in accordance with the Employee Handbook).

Company Summary: Women’s Transportation Seminar International's (WTSI) mission is to attract, sustain, connect, and advance women’s careers to strengthen the transportation industry. The association has over 10,000 members, including women and men, providing access to professional development, networking opportunities, mentoring programs, and unparalleled access to industry and government leaders in the transportation sector.

Position Summary: The Director of Membership and Chapter Relations develops and implements programs to support overall membership recruitment and retention strategic campaigns, member engagement, day-to-day membership operations, and standards to deliver efficient services to the membership. In addition, this position manages the relationship and communication with WTSI chapter leaders and supports chapter operations and engagement.

Supervisory Responsibilities: Manager of Membership and Chapter Relations and Membership Services Consultant

ESSENTIAL DUTIES

WTSI Membership Operations Management

- Implement membership strategies, plans, and tactics to promote and deliver a compelling value proposition for members and prospects
- Plan and implement strategic membership recruitment and retention plans
- Lead the development and implementation of organizational data analytic practices, performance, and operational metrics, and develop a membership department dashboard
- Conduct financial forecasting to develop, track, and report on membership project plans and metrics to accomplish strategic priorities
- Participate in the annual WTSI budget development process

WTSI Member Communications

- Develop a comprehensive membership communications plan including key messages by member segment, annual cycle of communications based on WTSI activities and programs, and goals for member engagement
- Collaborate with Communications, Events, and Programs staff to develop and distribute all market-specific outreach and collateral material to effectively communicate the value of WTSI membership, including association membership materials
- Collaborate with Systems staff to ensure the quality and accuracy of member data and recommend methods to enhance data collection and analysis to support plans for member and Chapter engagement; seek troubleshooting system support for issues impacting member engagement or data management

- Track and assess member engagement and satisfaction utilizing WTSI systems
- Develop and target annual growth of membership within specific sectors and modes of transportation
- Ensure member accomplishments are recognized through WTSI outlets
- Oversee regular updates to the member portal and website
- Ensure membership assets are relevant and accessible to stakeholders
- Assist leadership in achieving strategic objectives in membership
- Execute strategic membership promotional campaigns
- Develop and implement data-driven membership growth strategies
- Develop and implement data-driven membership retention strategies

WTSI Chapter Relations

- Maintain strong partnerships with WTSI Chapters and chapter leadership by ensuring efficient operational support, maintaining service offerings, programs, and leadership support
- Develop and disseminate to chapters digital assets on best practices in member retention
- Develop and lead quarterly calls with Chapter Membership Chairs
- Develop and maintain student chapter requirements and engagement
- Analyze and provide insights on retention, providing monthly, quarterly, and annual reports on membership and chapter retention.
- Develop interest and assist chapters in the formation through the ratification process. Lead monthly calls with chapters in formation, track progress to ratification
- Oversee distribution of monthly membership reports to chapters
- Oversee quarterly report submissions from chapters for integration into the annual report
- Oversee annual chapter roster submissions and ensure accurate upload to AMS (ACGI)
- Ensure timely processing of chapter and membership questions and inquiries through ZenDesk (internal ticketing system)
- Track and assess chapter engagement and outreach
- Track, assess, and maintain records on chapter compliance. Provide quarterly and annual reports on chapter health and compliance
- Maintain accurate membership and chapter records, including rebates and foundation reports
- Create and execute bi-annual chapter competition programs
- Develop content for the annual Circle of Excellence awards program
- Oversee tracking for the annual Circle of Excellence program

Programs

- Collaborate with the Marketing and Events department, develop, execute, and provide relevant, high-level content and assets supporting WTSI member and chapter programs.
- Provide strategic support in identifying and launching new programs
- Develop and present relevant, high-level content for chapter leader training

Leadership

- Serve as a staff liaison to WTSI Committees, as needed

- Represent WTS at appropriate Chapter and Industry events, as requested and approved by executive management
- Serve as the direct supervisor for Membership & Chapter Relations manager and the membership services associate, ensuring professional development and accountability.
- Other projects and duties as assigned.

QUALIFICATIONS

The ideal candidate will possess a bachelor's degree and an excellent work record. Must have 10+ years of related experience in a membership position at a nonprofit or association. Experience working within membership databases/ association management systems is required. Must have 5+ years of supervisory experience. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The above requirements represent the required knowledge, skill, and/or ability. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

COMPENSATION AND BENEFITS

- **Compensation:** The salary range for this position is \$90,000-\$110,000 annually.
Note: This range represents the District of Columbia's "good faith" estimate of the base compensation for this role at the time of posting. Final pay is determined by factors including experience, skills, and internal equity.
- **Healthcare:** This position is eligible for full healthcare (medical, dental, and vision insurance). WTS International covers 100% of the employees' and children's premium for medical, dental, and vision benefits.
- **Retirement:** Eligible for 401(k) enrollment after 6 months of employment.
- **Paid Time Off:** 12 days PTO years 1 and 2, plus 12 holidays, 10 days annual sick leave.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to talk or hear. The employee is occasionally required to stand, walk, reach with hands and arms, and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision. The noise level in the work environment is usually moderate.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. This position does require travel.

WTS International is an equal opportunity employer. In accordance with the DC Human Rights Act, we do not discriminate based on race, color, religion, sex, age, or any other protected characteristic.