



POSITION DESCRIPTION

Position: Vice President, Marketing, Membership & Publications

Department: Marketing, Membership and Publications

Classification: Full-time, salary of \$85,000 - \$92,000

How to apply: Please submit your resume and cover letter at: www.shapeamerica.org/apply

About SHAPE America:

SHAPE America – Society of Health and Physical Educators serves as the voice for 200,000+ health and physical education professionals across the United States. The organization’s extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50 state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in physical education. For decades, SHAPE America’s National Standards for K-12 Physical Education have served as the foundation for well-designed physical education programs across the country. Additionally, the organization helped develop and owns the National Health Education Standards.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder, and healthier school culture, and champions health and physical educators at every level, from preschool to university graduate programs.

Summary:

This position provides leadership for the marketing, membership and publications department at SHAPE America, and works to develop and implement strong, data-driven marketing, communications and membership efforts, ensuring benchmarks and goals are routinely identified and achieved. The Vice President reports to SHAPE America’s CEO and will employ a strong continuous improvement philosophy and will lead the team to ensure the organization is employing best practices, taking innovative approaches and identifying and incorporating new trends related to technology, social media, communications and publications platforms. The Vice President will ensure all efforts are aligned with the organization’s Strategic Direction and annual goals, and coordinate with efforts underway by other departments. The Vice President will also consider how to thoughtfully incorporate feedback or input from volunteer membership communities, including the Board, SIGs, Councils and districts. Finally, the Vice President will provide strong fiscal management, proactively working to achieve budgeted revenue goals and managing expenses.

Supervision:

Reports to the CEO. Supervises Marketing, Membership and Publications staff.

Nature and Scope of Work:

1. Oversees a fast-paced department and ensures that a strong strategic marketing and communications effort is underway.
 - a. Develops and implements data-driven, multi-channel strategic marketing and communications plans and campaigns in support of SHAPE America’s goals and strategic direction.
 - b. Assesses efficacy of marketing campaigns by establishing benchmarks, monitoring and reporting on progress; identifies trends and opportunities and innovative methods to increase revenue.

- c. Cultivates an association-wide and collaborative approach so that the marketing perspective is incorporated into the development and implementation of all programs, products, resources, initiatives, events and efforts.
 - d. Prioritizes marketing initiatives, activities and campaigns relative to goals and objectives.
 - e. Leads a team of marketing, web and communications professionals, providing guidance, direction, and support.
 - f. Develops and manages SHAPE America's brand strategy, including ensuring brand guidelines are adhered to and that branding is appropriately conveyed throughout all organizational activities and efforts.
2. Provides leadership to ensure a strong, strategic membership effort is present.
 - a. Fosters a "members-first" culture throughout the association.
 - b. Develops and implements strategic recruitment campaigns to retain and grow membership and reflect the diversity of SHAPE America's field. Campaigns should leverage partnerships, connections within membership communities and maximize limited resources.
 - c. Develops and implements efforts to strengthen membership retention, with goals and metrics established to improve the membership experience, operation and engagement opportunities.
 - d. Manages the relationship with BrightKey, an outsourced membership services provider.
 3. Provides leadership to ensure a strong, strategic plan for publications is developed and implemented.
 - a. Supervises developing marketing content and producing SHAPE America's electronic and print peer-reviewed journals, e-newsletters, digital magazine and website.
 - b. Serves as the primary point of contact for SHAPE America's contracted Book Acquisition and Production Manager and Publications Manager and Editor, ensuring externally produced publication goals are met.
 - c. Coordinates with the Book Acquisition and Production Manager and Publications Manager and Editor to develop and incorporate books and journals into the overall organizational strategy.
 4. Serves as a member of the senior staff and demonstrates strong leadership skills, including providing mentorship, professional growth opportunities and accountability for staff supervised.
 5. Provides high level oversight and direction for vendors related to marketing, membership and publications.
 6. Proactively manages departmental budgets, working with staff to achieve targeted revenue goals and maintain budgeted expense lines. Fosters a culture within the team of identifying and implementing opportunities for new revenue streams that also advance SHAPE America's mission and help grow membership.

Other duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Qualifications:

Candidates for this role must have a Bachelor's degree in marketing, business, or a related field and at least seven years of relevant marketing experience. Previous corporate and/or agency experience would be beneficial. Strong candidates will have experience in the nonprofit and/or education sectors and a demonstrated track record of developing and implementing successful marketing plans that align with organizational goals. The ideal candidate will have a proven track record in successfully executing,

producing, measuring, and optimizing marketing campaigns. Moreover, they will possess a strong passion for driving growth in membership and engagement. Candidates must possess excellent project management skills, proficiency in marketing analytics, and the ability to communicate effectively with people at all levels and in different functions. Strong Microsoft Office skills are required; experience with iMIS or a similar Association Management Software is preferred. Leadership skills and a background in supervising, leading, and developing staff members are essential assets in this role.

Location: SHAPE America is a fully remote organization. Occasional travel is required for meetings, presentations, conferences, and the SHAPE America National Convention & Expo.

Schedule: Monday-Friday, 33.75 hours per week.

Benefits: SHAPE America offers competitive benefits, including paid holidays, half-day Fridays, annual sick leave, company paid health insurance, matching 403(b) plan, and more.

SHAPE America is wholly dedicated to recruiting, developing, and retaining a diverse group of talented people. We are committed to provide equal opportunities to all employees and applicants without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, gender identity, or other protected criteria, in accordance with applicable law.