

JOB DESCRIPTION: VICE PRESIDENT OF MEMBERSHIP AND COMMUNICATION

TERM OF OFFICE: 2 years, with election in even-numbered years

PURPOSE: The Vice President of Membership and Communication is a voting member of the Arizona AEYC Governing Board and a member of the Executive Committee. The Vice President of Membership and Communication works to advance the mission, vision and values determined by the organization and to uphold the by-laws adopted by the organization.

This position plays a key leadership role in enhancing the visibility, engagement, and growth of Arizona AEYC. The VP of Membership and Communication is responsible for developing and implementing strategies to attract and retain members while effectively communicating the organization's mission and impact. The VP of Membership and Communication oversees the on-going activities of the membership committee.

KEY RESPONSIBILITIES:

- Attends Arizona AEYC Board meetings with a minimum of 84% attendance and participates in Arizona AEYC activities and events.
- Membership Strategy: Develop and execute a comprehensive membership strategy to increase membership numbers and engagement. Analyze membership trends and develop targeted initiatives to attract diverse populations and communities.
- Member Engagement: Create and implement events that enhance member experience and foster community. Establish and maintain strong relationships with members to understand their needs and improve retention. Facilitates communication between affiliate chapters and assists with their development and management.
- Communication and Marketing: Oversee all communications, including newsletters, social media, website content, and press releases, ensuring alignment with the organization's mission and branding. Develop and implement a communication strategy to raise awareness of the organization's activities and impact.
- Advocacy and Outreach: Represent the organization at events, conferences, and community gatherings to promote membership and engagement. Collaborate with community partners and stakeholders to expand outreach efforts and partnerships.
- Team Leadership: Lead and mentor the membership committee, fostering a collaborative and innovative work environment. Set performance goals and provide ongoing support and development opportunities.
- Performs duties of the Arizona AEYC President and/or President-Elect in absence.
- Performs other duties as assigned by the Board President.

QUALIFICATIONS:

- Active membership of NAEYC/Arizona AEYC
- A commitment to Arizona AEYC and its values; an understanding of Arizona AEYC's objectives, organization, services, and the responsibilities and relationship of paid and volunteer staff
- Knowledge of and influence in the early childhood community
- Proven experience in a leadership role