

## Director of Member Engagement

### ABOUT CTBUH

The Council on Tall Buildings and Urban Habitat is a nonprofit organization dedicated to smarter, more sustainable cities and a more viable future for global populations. CTBUH convenes the shapers of cities, providing the knowledge and resources that will transform cities into dense and livable centers of innovation.

### WHO WE'RE LOOKING FOR

We are recruiting an experienced membership professional to create and execute a comprehensive plan that engages CTBUH members and expands CTBUH's membership base. The Director develops strategies and processes that deliver promised benefits to members to result in year-round member engagement and improved member retention. The Director develops a framework to manage, engage, and support member volunteers serving in leadership roles and on committees and working groups. Working with the Director of Marketing and Communications, the Director of Member Engagement develops and executes strategies to identify and engage new audiences for CTBUH membership. The Director is an administrator for CTBUH's membership CRM and champions optimal use of the system among all CTBUH staff. The Director also oversees all membership operations, ensuring they are conducted efficiently and consistently, and result in high member satisfaction. This position reports to the COO.

### POSITION LOCATION

CTBUH is headquartered in Chicago, Illinois, with offices in Italy and China. This position is located in Chicago. Currently, staff are working from home due to the pandemic.

### ESSENTIAL RESPONSIBILITIES

- Create and execute a comprehensive plan to engage CTBUH members and grow membership; assess market sectors and geographic areas for growth; set targets for member engagement and growth, working with CEO and COO; report monthly on progress against targets
- Develop strategies for CTBUH Global Initiatives, including new chapters and events; ensure volunteer leadership is engaged and supported
- Develop administrative structure for CTBUH's new topical assemblies and committees, work cross-departmentally to ensure volunteers are engaged and work has impact; provide staff support to assigned committees
- Develop standards to ensure that CTBUH's CRM is used optimally to track members and manage membership operations; champion use of the CRM among all staff; enforce standards
- Working with Director of Marketing and Communications, develop a year-round communication plan to engage CTBUH members that grows the number of contacts in CTBUH's CRM and results in strong renewal rates; create strategy for annual renewal campaign and ensure targets are met
- Conduct business development activities in concert with CEO and the Coordinator of Business Development to grow membership revenue

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- Analyze membership and financial data for areas of risk or opportunity; conduct research on member needs; use data to guide decisions regarding features and benefits of membership and audience expansion
- Develop annual budget for department; ensure membership revenue targets are met
- Work collaboratively as a member of the senior management team; contribute to creating a positive work environment for all staff

## REQUIRED QUALIFICATIONS

- At least five years of experience in a managerial role with an association or nonprofit
- Experience using CRMs to manage membership functions
- Experience using metrics to guide strategy and tactics
- Entrepreneurial approach to work
- Performance-driven
- High attention to detail
- Strong communicator who can engage and persuade individuals at all levels of an organization

## PREFERRED QUALIFICATIONS

- Experience with B2B marketing and international membership
- Experience with Salesforce
- Experience with the building industry and/or urban development
- Nonprofit work experience

## EQUAL OPPORTUNITY EMPLOYER

We believe at CTBUH that our work benefits from the diverse perspectives of our staff and the community we serve. We encourage applicants to review our diversity statement at [ctbuh.org/edi-committee-statement](https://ctbuh.org/edi-committee-statement).

CTBUH provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

## HOW TO APPLY:

Qualified applicants should send cover letter and resume to: [careers@ctbuh.org](mailto:careers@ctbuh.org).