

## POSITION DESCRIPTION

<b><u>POSITION TITLE</u></b>	Director of Member Engagement and Services
<b><u>REPORTING TO</u></b>	Chief Operating Officer
<b><u>ORGANIZATION</u></b>	Association of Science-Technology Centers <a href="http://www.astc.org">www.astc.org</a>
<b><u>LOCATION</u></b>	Washington, DC
<b><u>POSITION TYPE</u></b>	Full time, 40 hours per week, exempt
<b><u>SALARY</u></b>	\$85,000-\$110,000

The Association of Science-Technology Centers (ASTC) is a professional membership organization that supports the future success of science centers, science museums, and related institutions dedicated to public engagement with science. ASTC encourages excellence and innovation in science learning by serving, linking, and advancing the common goals of its members in North America and across the globe. Through strategic alliances and partnerships, ASTC supports its members in addressing global challenges locally through community engagement with science and technology. ASTC works with its members in advancing equity, inclusion, and accessibility with the diverse communities and among everyone who visits and works in science centers and science museums.

Founded in 1973, ASTC now supports nearly 700 members, including nearly 500 science centers, science museums, and related institutions, such as nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums. ASTC members also include companies and nonprofit organizations that support science learning. ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.

ASTC is engaged in a transformative process to implement a new strategic direction for the association to better support its members. ASTC is building capacity across the organization towards its future efforts to:

- Make the case for the work of science centers and museums
- Identify future trends and frontiers, and help ASTC members prepare, respond, and lead
- Connect ASTC members—including current and future leaders—for idea exchange, learning, and collaboration

To support ASTC's core functions as a membership association based in North America with members in 50 countries, ASTC is seeking an experienced leader to serve as its Director of Member Engagement and Services, a new role leading a reorganized Member Engagement and Services team.

### **SCOPE AND RESPONSIBILITIES**

With ASTC's Chief Operating Officer, the Director of Member Engagement and Services will lead ASTC's efforts to connect ASTC members with each other for idea exchange, learning, and collaboration.

The Director of Member Engagement and Services will be responsible for ASTC's work across three priority areas, including: (1) recruiting and retaining association members that are primarily science centers and science museums, but also include related non-profit and for-profit organizations that support the field; (2) engaging

leadership and staff at ASTC member institutions with each other through regular communication, networking, and data sharing; and (3) leading programs to build capacity across the science-center workforce, including support for current and future leaders of these institutions.

#### *Member Recruitment and Retention (25%)*

The Director of Member Engagement and Services will lead ASTC's member recruitment and retention efforts. As an association, member satisfaction and retention are shared responsibilities across all ASTC staff, and it will be the Director's responsibility to organize, train, and equip ASTC's team to fulfill these responsibilities. Specifically, the Director and their team will:

- Manage all core membership functions of the organization, including processing membership applications, issuing dues invoices, and collecting dues payments
- Lead member recruitment efforts, working with the President and CEO and ASTC's Communications and Advocacy team, to ensure that eligible institutions are informed of the benefits of joining ASTC and are connected to resources to help them see ASTC's value
- Lead ASTC's member satisfaction efforts, including working across ASTC's programs to ensure regular collection and analysis of satisfaction data and use of that evaluation data by ASTC program managers to continually improve ASTC's services
- Oversee the ASTC Travel Passport Program—the reciprocal admissions agreement between members who opt-in—and regularly update the public list of participating museums and science centers
- Develop and pilot new membership benefits packages that provide value to current and potential members
- Oversee an organization-wide effort to better understand the current and planned work of ASTC members to inform our programs and services, as well as help make the case for the work of science centers
- Maintain ASTC's membership database—powered by Impexium, a cloud-based association management system—to ensure complete and accurate information about our member institutions and the staff that work at them
- Oversee training and support for ASTC's staff in providing outstanding customer service to current and potential ASTC members, including ensuring ASTC staff are actively using ASTC's membership database to manage relationships with our members

#### *Member Engagement, Networking, and Data Sharing (25%)*

The Director of Member Engagement and Services will lead ASTC's efforts to engage our members, collect data on the institutions and individuals in our association, and facilitate greater data sharing and connections across these members. Specifically, the Director and their team will:

- Oversee ASTC's efforts to collect and report member data, including ASTC's annual gathering and reporting of member statistics (See this recent summary: [https://www.astc.org/wp-content/uploads/2018/11/ASTC\\_ScienceCenterStatistics-2017.pdf](https://www.astc.org/wp-content/uploads/2018/11/ASTC_ScienceCenterStatistics-2017.pdf))
- With ASTC's Director of Impact and Inclusion Initiatives, co-lead ASTC's efforts to facilitate greater data sharing among members and the broader science-center community (including but not limited to visitor studies, market research, and revenue models)
- With ASTC's Director of Impact and Inclusion Initiatives, support efforts among members—and among members and the broader research and evaluation communities—to identify shared impact measures, increase evaluation capacity, and document “what works”

- Oversee ASTC’s leadership role in the Collaboration for Ongoing Visitor Experience Studies (COVES) effort across science centers and science museums (see: <http://www.understandingvisitors.org/>)
- Oversee the Roy L. Schafer Leading Edge Awards that recognize excellence in the science center field, including working with ASTC’s communications team to market the awards and ensure a strong pool of high-quality nominations, and managing the jury selection process to ensure the recognition of outstanding awardees every year at the ASTC Annual Conference
- Oversee ASTC’s online communities of practice, ensuring that staff at ASTC members are able to share knowledge, improve themselves and their organizations, foster collaborations across institutions, and make connections beyond the science-center field

*Professional and Leadership Development Programs for Science Center Staff (25%)*

The Director of Member Engagement and Services will work closely with the Director of Impact and Inclusion Initiatives to ensure that staff at ASTC members have opportunities to gain knowledge and skills required to advance their careers and improve their organizations. Specifically, the Director and their team will:

- With the Chief Operating Officer, oversee ASTC’s Annual Conference, which convenes 1,500-2,000 individuals from across the science center and informal science education fields to share their expertise, learn new skills, and forge collaborations across their teams (see the 2018 Annual Conference Program: <https://www.astc.org/wp-content/uploads/2018/09/2018ASTCAnnualConferenceProgram.pdf>)
- With the Director of Impact and Inclusion, develop partnerships and programs that support skills development across the science center workforce related to both adaptive leadership (including change management, strategic planning, cultural competence, and empathy/user-centered design) and technical leadership (including exhibit/program design, visitor experience, and core business and financial skills)
- With ASTC’s communications team, ensure the wide promotion of professional and leadership development opportunities within ASTC—most significantly the Annual Conference—and among our partners

*Manage the Member Engagement and Services Team (15%)*

The Director of Member Engagement and Services will manage a small team of staff. Specifically, the Director will:

- Supervise, motivate, evaluate, and enrich the skills of Impact and Inclusion team members, in part by: delegating responsibility and authority; inspiring staff as individuals and as a team; and identifying relevant professional growth and development opportunities
- Work with team to build and maintain relationships with the full and varied range of ASTC members, ensuring relevancy and reach of field-building programs and initiatives
- Manage department and project budgets associated with the work of the Impact and Inclusion team, including by participating in annual operations planning and budgeting process and engaging in a monthly review of financial position and performance against revenue and expense targets
- With members of ASTC’s leadership team, work to implement ASTC’s internal, organization-wide diversity, accessibility, inclusion, and equity efforts

*Responsibilities Shared by All ASTC Leadership Team Members (10%)*

As a member of ASTC’s leadership team, the Director of Member Engagement and Services will:

- Advance ASTC’s new strategic direction by working as part of ASTC’s leadership team to implement and refine a realistic and forward-thinking plan for implementing that vision, and working with ASTC staff to help make that vision a reality

- Contribute to the development and use of efficient processes, effective management practices, and clear communications across the organization to ensure that day-to-day operations are performed with the highest levels of accountability, productivity, consistency, and integrity
- Share responsibility and accountability for member engagement, satisfaction, and retention
- Attend, provide staff support for, and contribute to the success of ASTC's Annual Conference
- Attend professional meetings and conferences as assigned to promote ASTC collaborations, programs, and activities
- Other duties as assigned

## **EXPERIENCE AND SKILLS REQUIRED**

The ideal candidate for Director of Member Engagement and Services will be an experienced senior program manager with have a clear record of achievement in professional membership associations or similar network organizations or societies. Candidates should have knowledge of effective practices for association management and member recruitment, retention, and engagement, especially as it relates to ASTC's membership of primarily non-profit organizations that vary widely in size, type, and business model. Recognizing the breadth of activities involved with member recruitment, retention, and engagement, candidates will ideally bring to the role some or all of the following professional experiences: (1) managing events or conferences, (2) building online communities, and/or (3) developing data-sharing initiatives among multiple institutions. Candidates for this job must be experienced managers who can lead a small team while contributing to the overall success of the organization. They will be driven by ASTC's mission, team culture, and strategic direction.

Desired experience includes:

- Deep experience in membership associations, managing membership processes, and leading member engagement efforts
- Knowledge of current membership association management trends and best practices
- Track record of implementing successful skills-development and/or networking programs for leaders and staff at non-profit organizations.
- Knowledge of event planning principles
- Candidates for the role should bring some or all of these professional experiences to the role:
  - Experience with data collection, analysis, synthesis, and reporting, including through survey tools and experience with visitor studies or market research
  - Experience managing events/conferences and event vendors
  - Experience building online communities
- Skill in developing effective partnerships and collaborations
- Executive-level capacity for financial planning, P&L management and oversight, delivery of programs within budget realities, and effective project management
- Candidates for the role will also benefit from:
  - Experience working with or on a governing board
  - Experience with museums and museum practice, and awareness of issues facing science centers/museums

## **HOW WE APPROACH OUR WORK AT ASTC**

We expect new members of the ASTC team will join us in aiming to:

- Make a positive impact in service of our members, their communities, and the global good
- Set course for the future boldly

- Be curious and eager to learn
- Foster healthy and productive relationships and teams
- Practice empathy and gratitude

Additional desired qualities and attributes for this role include:

- Strong written and oral communication skills that are effective with a range of audiences and stakeholder groups nationally and globally
- Excellent teamwork and interpersonal skills, able to work independently as well as in collaboration with colleagues, members, partners, and stakeholders
- Robust work ethic, and effective time management and organizational skills, including the ability to manage multiple projects
- A commitment to diversity and inclusion, demonstrated by inviting, including, valuing, and supporting diverse perspectives and ideas, as further described below
- An interest in, and experience with, issues associated with science and technology, including informal science, technology, engineering, and mathematics (STEM) learning, science communication, and public engagement in science, or with museum practice
- Commitment to continual learning and professional development
- Sound judgment and ability to quickly and calmly resolve problems

### **ASTC COMMITMENT TO DIVERSITY, ACCESSIBILITY, INCLUSION, AND EQUITY**

The Association of Science-Technology Centers (ASTC) values and celebrates the rich diversity that makes up the teams and organizations we serve and the broader communities we engage around the world. At the root of science, technology, and innovation are fundamental values that ASTC embraces: a commitment to seek out and engage a diversity of ideas, perspectives, backgrounds, disciplines, knowledge systems, and approaches; and an evolving practice of accepting, valuing, and celebrating contributions, discoveries, and novel solutions regardless of their source. We commit to bring these values to bear across our work, and we seek teammates, board and committee members, and partners who hold diversity, accessibility, inclusion, and equity as foundational and essential values. If all people are welcomed, respected, and included in our work, if everyone has access to opportunity to pursue their aspirations, and if all people can participate fully and actively in creating and building the future, our association, our members, and our global society will be more equitable, prosperous, just, and resilient.

ASTC is proud to be an equal opportunity employer. We are committed to fostering an inclusive environment free of discrimination and harassment. All employment is decided on the basis of qualifications, merit, and business need. All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, pregnancy (including childbirth, lactation, and related medical conditions), gender identity, gender expression, sexual orientation, national origin, political affiliation, age, disability status, marital status, parental status, military service, veteran status, or any applicable legally protected characteristics.

### **APPLICATION PROCESS**

Interested candidates should submit a resume and brief cover letter outlining qualifications and interest in the position to [jobs@astc.org](mailto:jobs@astc.org) by **June 3, 2019**. Applications will be reviewed on a rolling basis. If it is determined that you might be a good fit for the role, ASTC will contact you with next steps.

If you need assistance or accommodation in the application process due to a disability, you may call us at (202) 783-7200 or email us at [info@astc.org](mailto:info@astc.org).