POSITION DESCRIPTION

POSITION TITLE   Director of Member Strategy
REPORTING TO   President and CEO
ORGANIZATION   Association of Science and Technology Centers
   www.astc.org
LOCATION   Washington, DC or remote (see below)
POSITION TYPE   Full time, 40 hours per week, exempt
SALARY   $100,000-130,000 annual base salary plus ASTC’s standard benefits package, including 403(b) matching up to 10% of salary, 85% employer-paid health insurance, paid vacation and health leave.

The Association of Science and Technology Centers (ASTC) is a professional membership organization with a vision of increased understanding of—and engagement with—science and technology among all people and a mission to champion and support science and technology centers and museums.

Founded in 1973, ASTC champions and supports more than 500 science centers, technology museums, natural history museums, children's museums, and other STEM-rich, place-based institutions, such as nature centers, aquariums, planetariums, zoos, and botanical gardens throughout North America and in nearly 50 countries—as well as nearly 200 other organizations that share an interest in science learning and engagement. ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.

ASTC works to advance our vision and support our members through the implementation of its strategic framework, which can be found at www.astc.org/about/strategy. Grounded in a commitment to work inclusively, collaboratively, humbly, and effectively with members and partners, ASTC is building capacity across three strategic approaches:

- Make the case for science centers and museums
- Strengthen members and their capacity
- Build a more equitable and sustainable future

To support ASTC’s core functions as a membership association based in North America with members in 50 countries, ASTC is seeking a Director of Member Strategy.

SCOPE AND RESPONSIBILITIES

As a member of ASTC senior executive team, the Director of Member Strategy will lead the six-member Member Engagement and Services Team and direct all matters related to ASTC membership
and member engagement. Working alongside the President and CEO and directing members of the Member Engagement and Services Team, the Director of Member Strategy will be responsible for ASTC’s mission-critical work, including (1) developing and implementing ASTC’s member engagement strategy in support of ASTC’s purpose and mission; (2) recruiting and retaining association members that are primarily science centers and museums, but also including related non-profit and for-profit organizations that support the field or share our vision for engaging all people in science and technology; (3) engaging leadership and staff at ASTC member organizations with each other through regular communication, networking, and data sharing; and (4) providing strategic leadership for ASTC’s Annual Conference, and in close coordination with the Director of Programs, delivering other professional learning and development opportunities and member benefits for ASTC members.

**Strategic Leadership (25%)**

- Advance ASTC’s strategic framework by advising and working with ASTC’s CEO and Leadership Team to develop a forward-thinking, yet realistic, plan for engaging ASTC members in the association’s vision and purpose, and supporting the full ASTC team to implement ASTC’s strategic approaches and guiding principles related to member engagement.
- Direct the development and implementation of a comprehensive member engagement plan to reflect ASTC’s strategic framework and to ensure the full scope of ASTC’s membership are aware and engaged in ASTC’s offerings
- Monitor trends and key issues impacting informal science learning institutions, communicate their implications, and recommend appropriate actions to drive ASTC’s future strategy and continue to support its members and prepare them for the future

**Member Engagement and Services (25%)**

- Lead ASTC’s overall membership engagement and services, including the dedicated efforts of the Member Engagement and Services Team and by facilitating the coordinated efforts by all ASTC staff towards fostering excellent member relations and satisfaction
- Direct member recruitment and retention efforts, working with the President and CEO and ASTC staff to ensure that eligible organizations are informed of the benefits of joining ASTC and are connected to resources to help them see ASTC’s value
- Partner with the Director of External Affairs and the Communications Team to develop and implement a marketing and communications plan to engage current and potential members
- Establish a baseline and benchmarks for members’ views of ASTC’s continued relevance, value, and commitment to supporting the success of its members, and lead regular surveys and other engagement of members to identify trends in member satisfaction
- Partner with the Director of Programs and others, as relevant, to develop partnerships and programs that build the capacity of the science center workforce
- Partner with Director of Programs and entire Leadership Team, as appropriate, to evaluate existing programs and pilot new initiatives, ensuring that both existing and new membership services are financially sustainable

**Conference and Events (25%)**

- Manage ASTC’s Conference Team, including contractors and vendors
- Lead the design, planning, and execution of ASTC’s annual conference, the most significant recurring engagement of members and individuals in the science center and museum field
- Lead the process of selecting conference locations and themes
• Ensure the conference equips and inspires diverse attendees in meaningful, memorable, and participatory experiences and content that fosters a collaborative learning community committed to sharing what works, supports members and their staff in setting course for a successful future, and empowers attendees in driving positive social change in their communities through collaboration
• Oversee the collection of feedback and input from members on the future direction of the conference, committing to continual improvement of attendee experience
• Coordinate the inputs of ASTC staff and relevant Board committees to the programming and execution of the conference
• Partner with the Communications Team on the development and execution of a robust marketing and communications plan to ensure strong participation in the conference and other ASTC events
• Grow the positive impact of the conference on ASTC’s financial bottom line and ability to retain satisfied members

Manage the Member Engagement and Services Team (15%)
• Strategically and tactically manage ASTC’s largest team responsible for delivering ASTC’s core member services
• Supervise, motivate, evaluate, and enrich the skills of the Member Engagement and Services Team, in part by: establishing objectives, 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 member services
• Manage department and project budgets associated with the work of the Member Engagement and Services 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

Responsibilities Shared by All ASTC Staff Members (10%)
As a senior member of ASTC’s executive leadership team, the Director of Member Strategy will:
• Advance ASTC’s strategic direction by advising and working with 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
• 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
The ideal candidate for Director of Member Strategy will have:

- Experience with staff management and team leadership, including establishing objectives, supporting the development of work plans to support objectives, helping staff prioritize tasks, and coaching individuals
- Knowledge of membership associations, especially institutional membership associations and trade groups
- Familiarity of with nonprofit management and leadership, including at least a baseline understanding of working with boards and committees, budgeting and financial management, and partnerships and collaborations
- Excellent teamwork and interpersonal skills, able to work independently as well as in collaboration with colleagues, members, partners, and community members
- Experience supporting the planning and execution of meetings and events
- Self-starter with strong problem-solving skills, 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 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

**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

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

The Association of Science and Technology Centers (ASTC) is committed to advancing equity and social justice as foundational and essential values in all of our work. These values are essential to the practice of science, technology, and innovation which require seeking out and engaging a diversity of peoples, ideas, perspectives, life experiences, disciplines, knowledge systems, and approaches. ASTC values, and celebrates contributions, discoveries, and novel solutions, regardless of their source. When all people are welcomed, respected, and included in our human pursuits, and when everyone has access and opportunity to pursue their aspirations, and when all people can participate fully and actively in creating and building the future, our association, members, and global society will be more equitable, prosperous, just, and resilient. We will bring these values to bear across our work, and we will seek teammates, collaborators, board and committee members, and partners who will work to advance diversity, accessibility, inclusion, equity, and social justice in
the communities we serve and engage throughout the world.

ASTC is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived ability, age, color, ethnicity, race, family or marital status, sex, gender identity and expression, sexual orientation, pregnancy and related medical conditions, language, national origin, political affiliation, religion, socioeconomic status, veteran status, health status, genetic information, arrest record, or any other dimensions of diversity or other characteristic protected by applicable federal, state or local laws. Our leadership team is dedicated to this Equal Opportunity Employment policy and ASTC’s Diversity Policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, and general treatment during employment.

LOCATION

ASTC is a Washington, DC based organization with a liberal remote work policy for employees whose responsibilities do not require in-person work. Remote work is allowable in accordance with a signed remote work agreement reviewed on an annual basis in conjunction with each employee’s annual performance review.

APPLICATION PROCESS

Interested candidates should submit a resume and brief cover letter outlining qualifications and interest in the position to jobs@astc.org. Applications will be reviewed on a rolling basis following an initial application date of October 16, 2023. If it is determined that you might be a good fit for the role, ASTC will contact you with next steps. The position will remain open as long as it’s posted on the astc.org page.

INTERVIEW PROCESS

ASTC’s hiring process typically includes 2-3 interviews and an interactive assignment that allows applicants to demonstrate key skills. For this senior leadership role, ASTC anticipates inviting final-round candidates to present to the full ASTC team on a relevant topic. Applicants who advance beyond the first round of interviews are eligible to receive a stipend of $200 as recognition of the time and effort it takes to prepare and attend these later-round interviews, which can often involve reviewing documents and responding to additional requests for information. In order to receive the stipend, applicants will need to provide ASTC with W-9 and ACH information.