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Executive Search

*Strength Through Diversity and Inclusion*

## **AMERICAN ACADEMY OF PEDIATRICS POSITION DESCRIPTION**

- POSITION TITLE:** Vice President, Chapter Relations and Member Engagement
- REPORTS TO:** Chief Product and Services Officer/SVP, Membership, Marketing, and Publishing
- STAFF:** This role oversees four (4) departments – Affinity Programs, Member Engagement & Marketing, Member Operations & Data Services, and Chapter & District Relations.
- LOCATION:** Itasca, IL
- SUMMARY:** The American Academy of Pediatrics is an organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.
- The VP, Chapter Relations and Member Engagement will Provide strategic guidance and leadership to the American Academy of Pediatrics (AAP) membership and chapter initiatives.
- RESPONSIBILITIES:**
- Provide strategic direction on the development and execution of a comprehensive business plan to ensure optimal member satisfaction and engagement and achieve membership growth and retention targets.
  - Oversee efforts to effectively collect and analyze relevant member data and optimize metrics to inform decision making that translates into value-added member benefits and contributes to the enhancement and/or development of AAP products and services to meet current and evolving member needs.
  - Evaluate AAP member analytics; input from relevant AAP committees, councils, and sections; external market data; and industry trends to identify potential new member markets and pricing strategies and build both broad and targeted recruitment and retention campaigns to grow membership and dues revenue.
  - In collaboration with supervisor, serve as key contributor to the development of marketing, branding, and sales campaign strategies to attract and retain members.
  - Oversee chapter needs assessment and the implementation of programs and policies that support their organizational development and growth, including member recruitment strategies. Ensure a sound working partnership between the National Office and AAP chapters and districts.
  - Support the Board of Directors (BOD), the Executive Committee, the CEO, and relevant Advisory Committees to the Board on all assigned oversight areas and AAP-wide organizational matters. Assist the CEO in preparing reports and communicating organizational performance to the Board.
  - Develop and consistently monitor Key Performance Indicators (KPIs) to measure success of established goals and targets. Recommend and implement changes as needed.
  - Oversee the planning and organization of the Chapter Advocacy Summit and Annual Leadership Forum (ALF), including effective administration of the resolution process.
  - Implement relevant policies of the BOD as contained in the AAP BOD Policy and Procedures Manual and assist in the development and dissemination of related policy statements.
  - Represent the AAP on membership and related matters to the public, other professional organizations, foundations, governmental agencies, and industry as required, and liaise with outside organizations and stakeholders.



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- Oversee the administration of assigned central operations committees, councils, and sections, including the Committee Forum, Committee Forum Management Committee (CoFMC), Council Forum, Council Management Committee (CMC), Section Forum, and Section Forum Management Committee (SFMC), National Nominating Committee (NNC), and the American Medical Association Section on Pediatrics Delegation (AAP AMA Delegation). Ensure integrity of the National Election process.
- Oversee the solicitation of grants to support chapter, membership, and other related activities and ensure execution and reporting in compliance with funder's expectations.
- Develop and manage assigned budgets.
- Lead and mentor assigned staff and encourage ongoing professional development and a work environment that embraces inclusiveness. Ensure staff operate in a fiscally prudent manner, maintain confidentiality, operate with the highest ethical standards, and provide excellent service to members and volunteers.
- Perform other duties as assigned.

### SKILLS & KNOWLEDGE:

- Ability to organize and manage several multi-faceted programs required.
- Excellent consensus building, negotiation, budget management, interpersonal, decision-making, and verbal/written communication skills essential.
- Must be a strategic and innovative thinker with the ability to solve problems and execute initiatives; synthesize data and transfer into actionable outcomes; and serve as an effective liaison between or among various groups, including the ability to engage in successful negotiation, collaboration, and conflict resolution.
- Must be skilled in leadership and developing staff, as well as promoting and maintaining a positive and cooperative team-oriented work environment, with a commitment to diversity.
- Strong technical acumen with the ability to learn and integrate new and emerging technologies to simplify and improve business practices.
- Experience with grant solicitation/management and contract administration preferred.
- Weekend work and travel, and the ability to respond quickly to urgent issues outside core business hours essential.

### EDUCATION & EXPERIENCE:

- Bachelor's degree in business, communications, association management, marketing or related discipline required.
- MBA or other related master's degree and/or CAE preferred.
- At least 10 years' related professional experience in non-profit association management, including membership recruitment, marketing, and engagement initiatives, and developing and implementing strategic planning initiatives.
- Experience engaging with a Board of Directors or executive leadership; leading cross-functional teams; and with needs assessment, data interpretation and translation, and outcomes measurement required.

### CONTACT:

Qualified candidates expressing interest in the opportunity, please submit a resume/CV and bio with **VP, Chapter Relations and Member Engagement** in the subject line to: **Nelvia Brady-Hampton** at [nbrady@carringtonandcarrington.com](mailto:nbrady@carringtonandcarrington.com).



**American Academy of Pediatrics  
Organizational Chart**

