



Director of Engagement

Overall Responsibilities and Strategic Leadership:

- Works with Executive Director (ED) on overall program and membership goals, strategy, evaluation
- Contributes to development of the strategic vision and the strategic direction for the organization
- Supports the organization's strategic plan, budget and fundraising strategy
- Supervises and mentors associates to meet strategic goals and objectives and maintains accountability to the plan
- Demonstrates mission-driven leadership to all staff
- Creates a supportive environment that fosters quality, personal responsibility and commitment to Main Street's vision, mission and values
- Develops and implements strategies for member and community engagement
- Aligns engagement initiatives with organizational goals and values
- Communicates membership, volunteers, program stats, issues, growth to ED weekly

Operational Management:

- Structures and leads teams to deliver outstanding member services
- Improves coordination and communication across the organization to increase effectiveness and efficiency
- Actively engages team members in the development of goals, tracking progress toward goals and increasing their effectiveness and efficiency as leaders
- Guides and directs the support staff in achieving and maintaining departmental objectives, budget expectations and quality

- Conducts periodic, in-depth observations of programming and events and provides feedback to the staff, as needed
- Maintains accurate records of program observations, evaluations, strategies, recommendations and specific directives given to staff/associates
- Provides regular reports to ED regarding specific programs, highlighting areas of excellence and areas of concern

Specific Membership Oversight:

- Structures and leads teams to deliver outstanding member services
- Onboards, leads, oversees, supports and evaluates the Membership and Event Specialist
- Supports member associate to build and maintain strong member relationships
- Oversees full member cycles including outreach and recruitment, setting membership tiers and fees, onboarding, and retention strategies for new and current members
- Creates and oversees membership campaigns, communications and outreach and collaborates with Main Street team on above efforts
- Ensures diverse and inclusive practices in member engagement
- Conducts, facilitates annual member evaluation and disseminates findings to team and ED
- Develops and maintains the department budget and reconciles to ensure that membership income is consistent with projections
- Oversees and utilizes Neon, Main Street's membership management system (MMS). Serves as the internal champion of the system ensuring that staff and management understand its purpose and use as it relates to membership data, entry, updates, and reports as well as the importance of maintenance.

Volunteer Oversight:

- Interviews, onboards and oversees volunteer associate to support, maintain all things volunteerism including management, recruitment, training, and scheduling of volunteers

- Oversees ambassador and volunteer program to ensure efficiency of full annual evolution; annual launch, onboarding efficiency, assessment and/or evaluation of program

Program Oversight:

- Interviews, hires, trains/onboards and evaluates performance of programming staff and contractors
- Oversight of all program logistics and schedule; front and back end
- Supervises and manages program associates, program supports and contractors
- Collaborates on development of all new and current programs with program and broader MS team including program mapping
- Collaborates with the program associates to ensure quality offerings that meet member interests
- Ensures Mainstay and inclusive programs are organized, planned with universal design, accessibly communicated and facilitated with best practices
- Evaluates program effectiveness, staff effectiveness, and recommends improvements and follow up
 - Works with program associates to develop and conduct program surveys
- Meets weekly to ensure program team communication and expectations are clear and consistent
- Attends programs weekly, rotates to ensure program observation
- Creates professional development plans if/when needed to ensure staff accountability, effectiveness and growth
- Fine-tunes current programming based on evaluation findings
- Reviews and approves program lesson plans created by program associates
- Works with program associates and ED to map future programs based on surveys, evaluations, feedback and data
- Works with program associates and ED to develop and sustain program budget
- Provides coverage to various programs when needed

Data and Evaluation:

- Shares in knowledge dissemination, reporting and communications
- Collects and analyzes engagement metrics to inform strategies
- Reports quarterly on membership and program statistics and effectiveness to leadership and team

Qualifications

- At least 5 years of operations management experience in a relevant field
- Degree in business, management, human resources or related field
- Demonstrated track record of excellence in:
 - Strategy to action planning and tracking
 - Leading and building a team to meet goals
 - Project management
- Human resource management experience
- Strong executive leadership and organizational skills
- Success in roles requiring execution of multiple tasks while responding to multiple priorities
- Proven supervisory skills and ability to manage cross functional teams
- Excellent time management and problem-solving skills
- Excellent communication skills, written and verbal
- Strong interpersonal skills and demonstrated ability to build and maintain relationships with a wide array of people
- Collaborative and confident
- Computer proficiency
- Self-starter, self-disciplined
- Kind, creative and mission driven

If interested in this amazing opportunity, please send resume and cover letter to Tara Owens: TaraO@MainStreetConnect.Org

The salary range for this position is between \$80-\$90K, based on experience and skills, with the added potential for a performance-based bonus.