



## **Director of Membership Development & External Relations**

Interested applicants can send a resume to: [loram@vibrantpittsburgh.org](mailto:loram@vibrantpittsburgh.org)

### **Job Description**

**Background:** Attracting a vibrant workforce is one thing; making them feel at home is another. Vibrant Pittsburgh is committed to creating a welcoming environment and making the social connections that allow diverse newcomers to comfortably put down the roots that ensure they stay and flourish in our region. After years of research, outreach, data analysis, and conversations with regional leaders, Vibrant Pittsburgh was established to lead the next Pittsburgh renaissance - a people renaissance. Working collaboratively with private and public sector organization members, Vibrant Pittsburgh's goal is to help strengthen the region's economic future by helping our members grow and retain a diverse workforce.

**Mission:** Vibrant Pittsburgh's mission is to build a thriving and inclusive Pittsburgh region by attracting, retaining and elevating a diversity of talent.

#### **Job Description:**

In conjunction with the President and CEO, the Director of Membership Development and External Relations will be responsible for the management and administration of Vibrant Pittsburgh's (VP) strategic partnerships and all aspects of member relations. The Director will report to the CEO.

#### **Duties:**

The Director will manage the organization's core membership engagement and external relations strategies, designed and customized to align with the talent needs of the region's employers and resulting in a robust and diverse talent pipeline for growing job opportunities in the region. The Director is responsible for:

- 1) The development and execution of a strategic plan to achieve membership targets, to retain, and expand VP's membership base; and
- 2) The cultivation and maintenance of strong, long-lasting member relationships; and
- 3) Identifying the recruitment and retention needs of member employers; designing employer outreach strategies targeted to executive hires, college recruits, and skilled trades as determined by employer hiring needs; and
- 4) Serving as the key liaison with the Employee Business Resource Group Council to establish them as a primary "customer" advisor and feedback entity for promotion, attraction, elevation and retention; and
- 5) Supervision of the Community Outreach and Inclusion Associate who will maintain influential relationships with professional and diversity organizations, university/college, and vocational/technical schools for the purpose of marketing, promoting and building relationships with prospective diverse employees; and
- 6) Oversight of the development of print and electronic materials to support membership outreach efforts.

**Major job functions include the management of all aspects of member and external relations including:**

- Developing and implementing strategies for retention of existing members; recruitment and cultivation of new members, including the creation of new member benefits and regular solicitation of member feedback
- Managing the Membership Committee of the Board of Directors and the Employee Business Resource Group Council, including meetings, presentation of recommended initiatives for Council members' consideration, recruitment of new members and the execution of agreed upon action steps
- Promoting Vibrant Pittsburgh's member employers and diverse engagement and retention activities in publications and at speaking engagements, one-on-one meetings, and other communication vehicles that target diverse audiences or readers
- Determine unique messages for individual target segments and oversee the development of marketing materials for membership sales in addition to curating VP's virtual resources for members
- With support from the Workplace Solutions Analyst, manage VP's evaluation process as it relates to member service excellence and ongoing program and service evaluations
- Represent VP with members and in the community, including speaking publicly for the organization when needed

**Skills & Experience:**

- Demonstrated track record in working with startup or growth businesses where market development strategies have been major factors in success
- Minimum of 7-10 years' experience, in sales, communications, business development or market development in a growth business, pursuing opportunities in strategically selected geographic markets or professional organizations
- Demonstrated ability to provide quality customer service and to lead and balance work with a variety of internal and external stakeholders
- Experience in evaluating survey feedback and data to determine targeted implementation approaches
- Experience working in organizations with a successful track record in diversity and inclusion cultures preferred
- Excellent project management skills
- Demonstrated experience in utilizing innovative marketing and communications approaches for outreach
- An influential relationship builder and collaborator
- Outstanding written and interpersonal communication skills required
- Strong command of Microsoft Office products (Word, Excel, Outlook, and PowerPoint) is required

**Education:** A bachelor's degree is required; an MBA or MPA is preferred.

**Apply:** Resumes, cover letters and salary requirements will be accepted only via email to [loram@vibrantpittsburgh.org](mailto:loram@vibrantpittsburgh.org) with the subject line *Vibrant Pittsburgh Director of Membership Development & External Relations*.

*Vibrant Pittsburgh does not discriminate on the basis of race, color, religion, ancestry, sex, national origin, age, disability, sexual orientation, gender identity and/or expression, genetics, or military status in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all.*