Director of Association Services

Reports To: President
Classification: Exempt

Position Summary

The Director of Association Services provides strategic and operational leadership to professional and trade association clients. Depending on the assignment, the Director may lead a smaller association, manage a significant program or service area within a larger client team, or oversee a combination of client and program responsibilities. The scope of the role will vary based on each association's size, complexity, membership, industry focus and geographic reach.

The Director is a trusted association-management partner who translates organizational priorities into practical plans, builds productive relationships with boards, committees, members, sponsors and external partners, and guides work from strategy through execution. Success requires sound judgment, an understanding of member-driven organizations, disciplined project management and the ability to work independently while contributing effectively to a coordinated client team.

Primary Responsibilities

Professional and Trade Association Management

- Build strong working relationships with client leaders, boards, committees, members and other stakeholders.
- Develop a working knowledge of each assigned client's mission, governance, contracts, annual priorities, budget, programs and stakeholder expectations.
- Lead assigned associations, programs or service areas within established authority and ensure commitments are completed accurately and on time.
- Identify risks, competing priorities and service needs; recommend solutions and elevate matters with broader financial, contractual, policy or relationship implications.
- Provide continuity and informed client support when additional leadership coverage is needed.

Governance, Committees and Volunteer Leadership

- Support boards, advisory groups, committees and volunteer leaders in setting priorities and moving work forward.
- Facilitate productive meetings and help volunteer leaders move from ideas to decisions and executable plans.
- Recruit, orient, engage and support volunteers to advance organizational priorities.
- Clarify volunteer roles, establish expectations and monitor progress to keep initiatives moving forward.
- Prepare clear agendas, reports, minutes and follow-up materials that support informed decisions and accountability.
- Maintain governance and program calendars and support leadership transitions and succession planning.

Programs, Education and Community Initiatives

- Plan and manage educational, networking, leadership-development, mentoring, outreach and community-engagement initiatives.
- Develop program concepts, goals, formats, budgets, timelines, speakers, partners and measures of success.

- Manage participant recruitment, applications, selection, onboarding, communications, delivery, recognition and follow-up when applicable.
- Build relationships with educational institutions, community organizations, industry groups, speakers, mentors and program partners.
- Evaluate participation, feedback and outcomes and use findings to strengthen future programming.

Meetings, Events and Conferences

- Lead and support meetings, conferences, educational programs, recognition events and other client experiences from planning through evaluation.
- Manage budgets, venues, contracts, vendors, speakers, sponsors, exhibitors, catering, audiovisual services, signage, materials and production requirements.
- Develop project plans, agendas, run-of-show documents, staffing plans and attendee communications.
- Coordinate onsite execution, financial reconciliation, post-event reporting and follow-up.
- Adapt meeting-management responsibilities to each client's needs and geographic reach, including local, regional and national programs.

Sponsorship, Partnerships and Revenue

- Develop and manage sponsorship, partnership and revenue-development strategies for assigned clients and initiatives. **Executive Director**: longest tenure, midsized and larger organizations, the firm's most senior client leaders
- **Senior Director of Association Services**: an experienced professional who leads their own organizations or larger bodies of work; a natural level for a strong outside hire who is new to Yourthm
- **Director of Association Services**: midlevel, leading smaller associations or owning a program within a larger client team
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- Develop sponsorship packages, pricing, benefits, prospect lists, outreach strategies and revenue goals.
- Cultivate, solicit, retain and steward sponsors, preferred providers and strategic partners.
- Track commitments, invoicing, recognition, benefit fulfillment, renewals and opportunities for increased engagement.
- Ensure sponsorship and partnership commitments support client goals and are fulfilled accurately and on time.

Communications and Stakeholder Engagement

- Draft program descriptions and supporting content for communications and registration teams to market opportunities effectively to members, participants, sponsors, speakers, partners and client leaders.
- Collaborate with communications staff to develop announcements, registration campaigns, event materials, scripts, presentations, sponsor communications and recognition content.
- Coordinate promotional calendars, websites, registration systems, social media and marketing efforts with appropriate support staff.
- Represent assigned clients professionally at meetings, programs, industry events and community activities.

Financial, Data and Operational Management

- Develop and monitor client, program and event budgets; review revenue, expenses, forecasts, contracts and financial performance.
- Develop dashboards, scorecards, reports and tracking systems appropriate to assigned responsibilities.
- Maintain procedures, templates, checklists, timelines and program documentation.

Qualifications

- Bachelor's degree or equivalent combination of education and relevant professional experience.
- Progressive experience in meeting and program planning; experience managing professional or trade associations is preferred.
- Experience working with boards, committees, volunteer leaders, members, sponsors, vendors and community or industry partners.
- Demonstrated ability to lead professionals, volunteers and cross-functional contributors with credibility, strategic focus and accountability.
- Strong strategic thinking, project management, organization and follow-through across multiple priorities and deadlines.
- Excellent written, verbal, facilitation, presentation and relationship-management skills.
- Working knowledge of budgets, financial reports, contracts, sponsorships and vendor management.
- Ability to move comfortably between high-level planning and detailed implementation.
- Sound judgment, discretion, initiative and confidence in direct client communication.
- Proficiency with Microsoft 365 and relevant association-management, database, registration and project-management systems.

Performance Expectations

- Take ownership of assigned work and follow commitments through to completion.
- Anticipate client and program needs, identify risks and recommend practical solutions.
- Make routine decisions within established authority and know when consultation or escalation is appropriate.
- Balance independent leadership with effective collaboration across the client team.
- Maintain accurate records, timelines, budgets and status reporting.
- Build trust with client leaders, members, volunteers, sponsors, partners and colleagues.
- Protect client confidentiality and contribute to an accountable, responsive and solutions-focused team culture.

Work Requirements

- The position may require work beyond standard business hours, including early morning, evening or weekend meetings, programs and events.
- Travel may be required and may be local, regional or national, depending on client needs and assigned responsibilities.
- Manage multiple priorities and remain responsive during periods of concentrated client, program or event activity.