



NEW YORK STATE BAR ASSOCIATION



Job Description

Job Title: Associate Executive Director of Strategic Member Engagement
Department: Executive
Location: One Elk Street
Reports to: Executive Director
Type of Position: <input checked="" type="checkbox"/> Full Time <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Part Time <input type="checkbox"/> Non Exempt

ORGANIZATION DESCRIPTION

Established in 1876, the New York State Bar Association is the largest voluntary state bar association in the nation dedicated to enhancing legal education and professional development, facilitating the administration of justice, promoting reform in the law, applying its knowledge and experience for the public good, and promoting these objectives among other bar organizations in the state. Our members are located in each of the state's 62 counties, as well as other states and countries, and include private practitioners in firms of all sizes; attorneys in government service and corporate law departments; judges at local, state and federal levels; legal educators; and law students.

POSITION SUMMARY

Working closely with the Executive Director, the Associate Executive Director of Strategic Member Engagement is responsible for overseeing the development, improvement and implementation of the Association's member programs, services and benefits in support of the Association's mission, vision and goals. The position focuses on strategically driving member engagement and value while improving overall quality in areas of responsibility. The Associate Director of Strategic Member Engagement will work collaboratively with key stakeholders while leveraging external and internal data in conjunction with the overall Association mission, goals and objectives.

MAJOR RESPONSIBILITIES

1. Provides leadership to increase membership, and member engagement and involvement by ensuring programs, benefits, and services are meeting the needs of Association members and the legal community, including but not limited to areas such as member benefits, continuing legal education, publications, law practice management services, bar services, and section services.

2. Provides leadership for effecting change to raise the level of programs, benefits, and services provided to members, the legal community, and the general public.
3. Functions as an expert on the needs and challenges of the legal profession and defines programmatic vision and strategy.
4. Works with the Executive Director on Association-wide efforts in goal setting and strategic planning, including assessment of performance to goals and performance improvement plans when necessary.
5. Manages the staff allocated to member-driven initiatives and departments, including hiring, training, fostering positive employee relations, providing performance feedback, and applying discipline when appropriate.
6. Builds a cohesive staff team to effectively deliver member programs and services, including professional development, ongoing performance feedback, best practices to ensure a positive work environment focusing on innovation, and outstanding performance and results.
7. Works closely with Directors and the Associate Executive Director for Business Operations on the development and management of appropriate budgets ensuring ongoing growth of revenue. Provides oversight of authorized and proper expenditure of funds.
8. Oversees the publication and printing efforts and internet presence to maintain consistency in presentation and marketing, and ensure cost-efficiency in production.
9. Ensures the use of up-to-date technology, including relevant and effective communication and outreach tools and website content with members and prospective members.
10. Supports NYSBA leadership and the Executive Director by effectively executing all policies, decisions and initiatives.
11. Functions as a key member of the senior management team collaborating on all matters related to the operations, activities, and policies of the Association.
12. Provides timely reports and updates of all conditions and member operations to NYSBA leadership and the Executive Director as required.

EDUCATIONAL REQUIREMENTS

A Juris Doctor degree is required.

EXPERIENCE

Seven or more years of management experience with a non-profit or professional services organization in the development and delivery of member programs, benefits and services, or equivalent is required.

SKILLS AND ABILITIES

1. Innovation
 - Demonstrated long-range planning and strategic leadership abilities.
 - Ability to identify trends and adapt programs and services to changing member needs and changes in the legal profession.
2. Communication and Interpersonal Skills
 - Ability to compose and deliver effective communications both verbal and written.

- Awareness and understanding of the role of social media in effective communication and marketing.
 - Demonstrated experience in human resource management with the ability to supervise and train staff creating an environment where innovation and empowerment are highlighted.
 - Ability to delegate and support staff.
3. Technology
- Proficiency in the Microsoft suite of Office applications.
 - Awareness and understanding of internet based technologies in the delivery of programs and services.
 - Familiarity with use of databases.
4. Business Acumen
- Understanding of annual budget development and budget impact on the development and delivery of member programs and services.
 - Demonstrated success in creating and implementing member programs and benefits.
 - Working knowledge of marketing concepts and markers of success.

The New York State Bar Association is an equal opportunity employer and is committed to ensuring a bias-free work environment for all of its employees. The Association therefore prohibits and will not tolerate any form of unlawful discrimination or harassment of Association employees based on race, color, religion, national origin, sex, sexual orientation, age, disability, veteran status, marital status, or the exercising of rights under the Family and Medical Leave Act (FMLA) and any other unlawful considerations by any employee, officer, or member, and by all agents, contractors, or suppliers who do business with the Association.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. Staff may be required to perform duties outside of their normal responsibilities from time to time, as needed.

DATE: June 2014