

Director, Membership and Business Development
Washington, DC / McPherson Square (currently working remotely)
Salary range: \$100K to \$110K

About the Position

Do you have a passion for executing strategy, driving value to members, and building long-term relationships with industry partners? Do you have an established track record of utilizing professional sales and marketing skills to grow membership programs and enhance an organization's brand awareness? If yes, this could be the job for you.

At the Insured Retirement Institute (IRI), we have a fantastic team committed to our mission of championing retirement security for all Americans. We are looking for a Director of Membership and Business Development with 10+ years of experience to engage existing members and cultivate relationships with new prospects to reach overall membership renewal and expansion goals. The Director position is perfect for someone who is eager to work in a fast-paced, mission driven environment alongside a small team of committed industry professionals. The position reports to the Chief Membership and Marketing Officer and is based in our DC office (currently working remotely).

Essential Functions of the Job

- Manages all phases of the membership lifecycle: acquisition, onboarding, engagement, retention, and reactivation.
- Ensures IRI members are aware of their membership benefits and utilizing them.
- Builds sales pipelines to expand the membership portfolio and membership programs.
- Encourages prospective members to join IRI by highlighting the value of membership.

Primary Responsibilities

Membership

- Builds long-term relationships with our members through regular communication and meetings to update members about IRI activities and initiatives.
- Serves as a point of contact for companies who have questions about membership, IRI's key initiatives and programs, or upcoming events.
- Oversees the annual dues cycle.
- Contributes to the flow of ideas about service offerings provided by IRI to member companies. Where relevant, owns or assists with the execution of services provided.
- Ensures IRI has up-to-date contact information for members, main points of contact, and other key contacts and member companies.

New Business Development

- Researches and develops new business pipelines that provide leads for expanding IRI's membership portfolio, Premier Alliance Partnership (PAP) program, and Premier Vendor Partner (PVP) program.
- Creates membership proposals for current members and prospective partners that reflect the value IRI brings to the proposed relationship and the needs of the customer.
- Identifies, pursues, and secures paid sponsors and advertisers for IRI events and communication channels.
- Maintains relationships with prospective members, keeping them abreast of IRI's evolving services and value. Develops and executes on "win back" strategies to attract past members to rejoin IRI's membership ranks.

Education and Experience

- Bachelor's degree required in either marketing, communications, or business or related field.
- At least ten (10) years of membership and/or a sales experience at an association or professional services firm required.
- Knowledge of the financial services or retirement industry, retirement income products, insurance company operations, and key players preferred.
- Experience in sales operations, sales, marketing operations, marketing, or similarly process-oriented role.
- Territory management experience preferred.

Preferred Qualifications

- Excellent written and verbal communication skills with the ability to interpret and articulate mandates.
- Excellent presentation skills with a high degree of comfort in working with and presenting to various audiences.
- Excellent interpersonal and customer service skills with the ability to foster and maintain relationships with IRI members to advance positions.
- Excellent organizational, multi-tasking skills, and ability to work in a fast-paced atmosphere with changing priorities.
- Ability to think strategically and lead committees, working groups, and task forces on issues relevant to IRI and its members.
- Excellent data driven thinking, information gathering and information monitoring capabilities.
- Demonstrated ability to solve challenges through a combination of business acumen, data, and business intelligence.
- Strong analytical, critical thinking, and time management skills with a high attention to detail.
- Excellent problem assessment and problem-solving abilities.

- Possesses a solid understanding of insured retirement products/solutions and operations functions.

IRI's compensation and benefits package addresses a wide range of personal priorities and needs, giving employees the assurance that their health and wellness are equally important to us. IRI offers medical, dental, vision, PTO, 401K plan, paid parking, snacks, short-term and long-term disability insurance, generous work/life balance programs (e.g., remote work, floating holidays, summer hours, and volunteer service hours), and a commitment to professional development.

Interested candidates who meet the required qualifications should submit a resume and cover letter to jobs@irionline.org.

The Insured Retirement Institute is an Equal Employment Opportunity employer that is committed to diversity, equity, and inclusion. We strongly encourage women, people of color and non-dominant ethnic groups, veterans, individuals with disabilities, neurodiverse persons, and members of the LGBTQ+ community to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veterans' status, or other status protected by applicable law. IRI conducts background checks on candidates.

Principals only.