



**AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS®**

20 N. WACKER DR., STE. 3720
CHICAGO, ILLINOIS 60606

www.aama-ntl.org

800/228-2262

Senior Director, Growth and Engagement

About the Role:

The Senior Director of Growth and Engagement provides strategic and operational oversight for the organization's membership and marketing functions. This position is responsible for developing and executing integrated strategies that drive membership growth, retention, engagement, brand visibility, and organizational impact.

The Senior Director serves as a key member of the leadership team and partners across departments to advance the organization's mission, achieve strategic plan objectives, and enhance the member experience. The position provides leadership, direction, and coaching for membership and marketing staff while fostering a culture of collaboration, innovation, accountability, and service excellence.

About Us:

The American Association of Medical Assistants® (AAMA) is the oldest and largest association dedicated solely to the advancement of the medical assisting profession in the United States. Medical Assistants are multiskilled members of the health care team who perform clinical and administrative procedures under the supervision of licensed health care providers. AAMA is headquartered in downtown Chicago, with convenient access to public transportation. We offer competitive benefits and the opportunity to grow professionally!

Your Role:

Strategic Leadership

- Develop and implement comprehensive membership and marketing strategies aligned with the organization's mission, vision, and strategic plan.
- Lead departmental planning efforts, establish measurable goals, and monitor performance against strategic objectives.
- Identify emerging trends, opportunities, and risks affecting membership engagement, recruitment, retention, and marketing effectiveness.
- Serve as a strategic advisor to the Executive Director and leadership team on growth, engagement, and brand-related initiatives.
- Champion innovation and continuous improvement across membership and marketing operations.

Membership Leadership

- Direct the development and execution of programs and initiatives that increase member acquisition, retention, engagement, and satisfaction.
- Analyze membership data and trends to inform strategic decisions and identify growth opportunities.
- Oversee member value proposition development and enhancement initiatives.
- Ensure exceptional member service standards and responsive engagement strategies.
- Collaborate with other departments to strengthen member outreach, communications, and program delivery.

Marketing Leadership

- Lead the organization's integrated marketing strategy, including brand management, digital marketing, content marketing, and promotional campaigns.
- Direct marketing initiatives that support membership growth, educational offerings, events, sponsorships, and organizational priorities.
- Utilize market research, audience analytics, and performance metrics to optimize marketing effectiveness.
- Oversee development of annual marketing plans and budgets.

Organizational Leadership

- Develop and manage departmental budgets, forecasts, and resource allocation plans.
- Monitor key performance indicators and report on department outcomes and return on investment.
- Ensure effective utilization of technology platforms, databases, and marketing automation tools.
- Establish policies, procedures, and best practices that improve efficiency and effectiveness.
- Prepare reports, presentations, and recommendations for executive leadership and the Board of Trustees, as appropriate.

People Leadership

- Directly supervise assigned membership and marketing staff.
- Recruit, develop, mentor, and retain high-performing team members.
- Ensure effective collaboration within and between departments.

Your Skills:

KNOWLEDGE of:

- Membership association management principles and practices.
- Strategic marketing, branding, communications, and audience engagement.
- Membership recruitment, retention, and customer lifecycle strategies.
- Budget development and financial management.
- Data analytics, performance measurement, and business intelligence.
- Digital marketing platforms, CRM systems, and marketing technologies.

SKILLS *in*:

- Leadership, coaching, and team development capabilities.
- Communication and presentation delivery.
- Relationship-building and stakeholder management expertise.
- Data analysis and decision-making.
- Project management and organizational effectiveness.

ABILITY *to*:

- Lead multiple priorities and initiatives simultaneously.
- Develop long-range strategic plans and translate them into executable actions.
- Inspire, motivate, and influence staff, volunteers, and stakeholders.
- Build consensus and foster collaboration across departments.
- Analyze complex challenges and implement practical solutions.
- Exercise sound judgment and maintain confidentiality.
- Work collaboratively with all AAMA staff.
- Work hours beyond the regularly scheduled workday when needed.
- Travel to onsite meetings and events as requested.

Minimum Education and Experience:

- Bachelor's degree in Marketing, Communications, Business Administration, Association Management, or a related field.
- Seven to ten years of progressively responsible leadership experience in membership, marketing, association management, or related disciplines.
- Minimum of five years of supervisory and team leadership experience.
- Demonstrated success in strategic planning, membership growth, marketing strategy, and organizational leadership.
- Experience managing budgets and departmental operations.
- Preferred Certified Association Executive (CAE) credential.
- Experience within a nonprofit, association, or membership-based organization.
- Experience leading organizational growth and transformation initiatives.

Compensation and Benefits:

- Full time, salary position with a starting salary of \$160,000.
- Health, Dental and Vision Insurance with partial company paid premiums.
- Short-term and Long-term Disability Insurance.
- Life Insurance.
- 401K account.
- Paid vacation and sick days, plus holidays.
- Transit benefit program.

Note - this is a full-time role at our headquarters office at 20 N. Wacker Dr., Chicago, IL. Hybrid schedules are available.

Physical and Environmental Demands:

ENVIRONMENTAL DEMANDS *including:*

- Working in an office environment with light to moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

PHYSICAL DEMANDS *including:*

- Sedentary office work although standing in work areas and walking between work areas may be required.
- Finger and hand dexterity to access, enter, and retrieve data using a computer keyboard or calculator, and to operate standard office equipment.
- Mobility to work in a standard office setting and use standard office equipment.
- Vision to read printed materials and a computer screen, make color distinctions, and have normal depth perception; ability to smell fumes like odorous gas; and hearing and speech to communicate in person, before groups, and over the telephone.
- Occasionally bending, stooping, kneeling, reaching, pushing, and pulling drawers open and closed to retrieve and file information.
- Ability to lift, carry, push, and pull materials and objects weighing up to thirty (30) pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Join the AAMA staff team as we support Medical Assistants!

To apply, send your resume to AAMA Hiring Team at spirani@aama-ntl.org.

AAMA is committed to provide equal employment and advancement opportunities to all individuals based on merit, qualifications, and abilities. The AAMA does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, national origin, age, disability, or any other characteristic protected by law.