



Title: Director of Strategic Growth & Membership

Reports to: Chief Executive Officer (CEO)

Location: Hybrid (McLean, Virginia) or Remote. Regular travel required.

About TMA:

The Monitoring Association (TMA) is the premier trade association representing the professional monitoring industry. TMA is dedicated to advancing the professional monitoring industry through education, advocacy, standards, and collaboration with public safety partners.

Position Overview:

TMA is seeking a strategic, results-oriented Director of Strategic Growth & Membership to lead its membership, sponsorship, and business development functions. This highly visible role is central to driving organizational growth by expanding TMA's membership base, increasing member engagement, and generating non-dues revenue through sponsorships and product sales.

The ideal candidate is a confident relationship-builder with a strong background in membership development, sales, and sponsor cultivation. The position requires a proactive, people-oriented individual energized by the opportunity to engage with industry leaders and shape the future of a growing association.

Key Responsibilities:

Membership Recruitment, Retention & Engagement

- Develop and execute strategies for acquiring, retaining, and engaging members.
- Manage the full membership lifecycle, including prospecting, onboarding, engagement, and renewal.
- Build and maintain relationships with current and prospective members.
- Regularly analyze membership data and trends to inform decision-making and refine strategy.
- Clearly communicate TMA's value proposition and customize messaging for diverse stakeholder groups.

Member Programs & Services

- Promote and sell member-facing programs, including training, certifications, benchmarking initiatives, and other product offerings.
- Identify new opportunities to enhance member value and drive participation in TMA services.
- Collaborate with other TMA staff to ensure accurate member data and efficient dues billing and collection.

- Serve as staff liaison to designated committees and working groups.

Sponsorships & Product Sales

- Lead business development efforts by promoting and selling event sponsorships, advertising, and other revenue-generating offerings. In collaboration with the Chief of Staff, ensure timely sponsor fulfillment and tracking.
- Package and present compelling sponsor and partner opportunities across TMA's programs and publications.
- Represent TMA at industry trade shows, events, and meetings to build relationships and identify leads. Work with the Chief of Staff to identify and plan TMA's trade show participation strategy.
- Foster strong relationships with members, sponsors, and stakeholders.

Qualifications:

- Bachelor's degree in business, marketing, sales, or a related field.
- 6+ years of experience in membership development, sales, or business development, preferably within a trade association or nonprofit setting.
- Proven track record of meeting or exceeding growth and revenue targets.
- Proficient in using CRM and membership databases.
- Exceptional communication and interpersonal skills; comfortable engaging directly with members, sponsors, and stakeholders.
- Strong organizational and project management abilities.
- Self-starter with a high degree of initiative and ability to work independently in a remote environment.
- Ability to travel regularly for in-person events and meetings.

Ideal Candidate:

The ideal candidate brings an energetic, entrepreneurial mindset and thrives in a fast-paced, collaborative team environment. They are results-driven and take a consultative approach to sales, focusing on building strong relationships and delivering value. This individual is comfortable managing multiple priorities and responsibilities.

To Apply:

Interested candidates should submit a cover letter and resume to wdoll@tma.us.