



Title: Director of Certification

Reports to: Chief Executive Officer (CEO)

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

About TMA:

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

Position Overview:

TMA is seeking a strategic, growth-oriented Director of Certification to lead and expand its portfolio of certification programs for companies and individuals. This role is responsible for driving adoption, relevance, and revenue growth across existing programs while building new certification pathways.

This is a highly visible leadership role that blends strategy, product development, operations, and business growth. The ideal candidate brings deep experience in association-based certification programs and has a track record of scaling participation and impact.

Key Responsibilities:

Program Strategy & Growth

- Develop and execute a comprehensive strategy to grow participation and revenue across TMA's certification programs.
- Evaluate and optimize existing programs, including Five Diamond, FirstNet, and IQ.
- Identify barriers to adoption and implement data-driven improvements to increase engagement and market value.
- Establish performance metrics to track program success and growth.

Program Development & Innovation

- Design and launch a personnel credentialing program for monitoring professionals.
- Develop a micro-credentialing framework aligned with industry needs, workforce trends, and employer demand.
- Ensure all certification programs align with industry standards, best practices, and accreditation requirements.
- Partner with TMA's training staff to create a cohesive education-to-certification pipeline, including learning pathways, preparatory resources, and micro-credential opportunities.

Market Positioning & Industry Engagement

- Strengthen the value proposition of TMA credentials for companies, professionals, and end users.
- Partner with marketing and membership staff to drive awareness, adoption, and retention.
- Conduct market research and engage stakeholders to ensure programs remain relevant and competitive.
- Collaborate with committees, industry leaders, and subject matter experts to guide program development and improvements.
- Serve as the internal and external subject matter expert on certification strategy.

Operations & Program Management

- Oversee day-to-day operations, including application processes, compliance, audits, and renewals.
- Ensure consistency, integrity, and quality across all certification offerings.
- Manage vendor relationships, technology platforms, and program budgets.

Qualifications:

- Bachelor's degree and ICE-CCP or similar credentialing certification.
- 6+ years of experience in credentialing/certification programs, preferably within an association or nonprofit environment.
- Proven success in growing and scaling certification programs.
- Strong business acumen with the ability to drive revenue and program adoption.
- Experience developing new certification products, including micro-credentials and professional certifications.
- Excellent project management and operational skills with strong attention to detail.
- Familiarity with accreditation standards for certification programs.

Ideal Candidate:

The ideal candidate is a strategic, execution-focused leader with deep experience in certification programs and a strong business mindset. They have a proven ability to grow and optimize underperforming programs while identifying new opportunities such as micro-credentials and workforce certifications. This individual is both detail-oriented and visionary, able to build high-quality programs while driving measurable growth and engaging industry stakeholders.

To Apply:

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