

*This search ended in November, 2005, with the appointment of Connie Penne,
former Director of Member Data and Strategic Services at AARP.*

Job Announcement

National Business Aviation Association
Vice President for Membership Marketing
(Posted: September, 2005)

The National Business Aviation Association (NBAA), based in Washington, DC, has retained Slesinger Management Services to recruit an energetic and creative person to serve as vice president for membership marketing.

This person will:

1. Oversee the Association's work in recruiting and retaining members;
2. Play a lead role in explaining the value proposition behind membership in NBAA; and
3. Develop and support new and existing products and services to meet members' needs.

Applications will be accepted until the job is filled. Application instructions are at the end of this announcement.

The Organization

NBAA is a nonprofit, nonpartisan organization dedicated to the success of the business aviation community, i.e. companies and other organizations that use air travel via business aircraft as part of their business operations. The profile of such entities ranges from major corporations that maintain their own fleet of planes to transport company employees to the many small and mid-sized businesses that own a single plane, or a share of a plane, for employee transportation. NBAA's focus on general aviation is distinct from the commercial airline industry, which provides scheduled passenger transportation to the public at large.

NBAA has 7,200 members: 4,500 are organizations that use air transportation to operate their businesses, and 2,700 are organizations that serve the business aviation market, e.g. airplane manufacturers, maintenance companies, and fuel companies.

NBAA, founded in 1947, has a staff of 64 and an operating budget of \$22 million. More than half of the revenue comes from NBAA's conventions and other meetings, via registration and exhibitor fees. About 10 to 15 percent of total income comes from member dues.

NBAA is governed by an 18-member Board of Directors, made up of senior executives from member organizations. Its president and CEO, Ed Bolen, joined NBAA in September 2004. Previously, Mr. Bolen was president of the General Aviation Manufacturers Association (GAMA).

For more information about NBAA, please visit www.NBAA.org.

The Position and its Principal Responsibilities

The vice president for membership marketing, who reports to NBAA president and CEO Ed Bolen, has two overriding responsibilities: to increase the number of new members and to increase the retention rate for existing members.

Increased membership will increase dues income, helping the organization diversify its revenue streams, which are currently too dependent on meetings income. A larger membership will also enable NBAA to be more effective when representing the business aviation community before Congress and federal agencies that regulate business aviation, such as the Federal Aviation Administration. Finally, better market penetration will allow NBAA to accurately reflect the diverse business aviation industry.

Key responsibilities include:

1. Developing and implementing strategies to recruit and retain members, based on defining and communicating the value proposition of membership in NBAA.
2. Assessing current benefits offered to members by analyzing their individual merits, recommending which of the current services and products should be retained or eliminated, and developing new products and services that will enhance the value of NBAA membership.
3. Creating and managing systems to research, monitor, analyze, and report on key membership statistics, issues, and trends, such as renewal rates, dues structure, and member satisfaction with current benefits.
4. Developing marketing materials and making presentations before key groups to promote membership in NBAA.
5. Developing strategies for placement of appropriate messages in NBAA publications, other aviation industry publications, and other strategically targeted media.
6. Serving as part of NBAA's senior management team, along with staff who oversee
7. meetings, government affairs, operations, safety and education, communications, and finance and administration.
8. Monitoring and reinforcing NBAA's commitment to providing excellent customer service by staff throughout the organization.
9. Supervising a staff of four.

Desired Skills, Experience, and Characteristics

The ideal candidate should have:

1. At least seven years of progressively responsible, hands-on experience in membership within a national association. Experience with organizational memberships (as opposed to lower-cost individual memberships) would be especially valuable.
2. A track record that demonstrates an ability to think strategically and creatively about the best ways to increase membership and retain existing members in a national association.
3. Strong analytical and problem-solving skills, including the ability to analyze quantitative data that will measure key aspects of a membership program.
4. Strong writing skills. The vice president for membership marketing will be expected to produce marketing materials, internal staff memos, and other documents that must be cogent and persuasive.

5. First-rate oral communications skills. The vice president will have numerous
6. opportunities to make presentations to small and large groups of members and prospective
7. members, as well as NBAA's staff, its Board of Directors, and its standing committees.
8. An ability to motivate and effectively supervise a staff of four.
9. Familiarity with database programs, preferably iMIS.
10. A strong customer-service orientation that recognizes that members are the lifeblood of an effective national association.
11. An ability to travel to NBAA's national and international conventions and other meetings—approximately six times a year for two-to-six days per trip as well as other industry events as warranted.
12. A “do-it now, get-it-done” attitude toward one's job.
13. An ability to work collegially with key staff in other departments at NBAA that create, communicate, and deliver programs and services for members.

Compensation

Salary will be commensurate with experience and qualifications. NBAA offers a generous benefits package.

To Apply

Please **e-mail** (or mail):

- 1) a cover letter that explains why you are interested and qualified,
- 2) a resume, and
- 3) three-year salary history (which will be held in strict confidence) to:

Larry H. Slesinger
 Slesinger Management Services
 5016 Westpath Terrace
 Bethesda, MD 20816
 301-320-0680

E-mail: Larry@SlesingerManagement.com

(please include “NBAA” in subject line; attached files in Microsoft Word or PDF only)

(This job announcement can also be found at <http://www.SlesingerManagement.com>.)

NBAA is an equal opportunity employer.