AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES

POSITION ANNOUNCEMENT

ASSOCIATE DIRECTOR MEETINGS AND COMMUNICATIONS

Based in the Alexandria, VA area, AAFCS is the only professional association that provides leadership and support to FCS students and professionals from both multiple practice settings and content areas. More than 4,000 AAFCS members assist individuals, families, and communities in making informed decisions about their well-being, relationships, and resources to achieve optimal quality of life.

For more than 100 years, AAFCS members have been working to improve the quality and standards of individual and family life by delivering educational programs, influencing public policy, and conducting research. Our primary areas of focus include culinary arts, hospitality, and tourism; education and training; food science and nutrition; health management and wellness; housing and interior design; human/child development and family relations; personal and family finance, textiles, apparel and retailing.

GENERAL MEETING AND EVENTS MANAGEMENT

Overall, responsibility for the events database and conference registration systems including the responsibility to update information, organize program content submissions and reviews, generate and maintain reports, and provide member access to the information as appropriate.

Manage the RFP process, and provide complete analysis of future AAFCS meeting locations.

Develop and manage the proposal submission systems for concurrent sessions, board and business meetings, meal functions, and round tables.

Develop and manage the review system, including reviewer recruitment.

Develop and monitor the meeting revenue and expense budget.

Manages logistics for meeting room setups, food/beverage, audio visual, power, Wi-Fi, on-line and on-site registration.

Works with the Sr. Directors of Communications and Marketing to execute a strong communications plan via electronic communications, the website, mobile applications and print materials related to the meeting.

Schedule and assign meeting rooms for all educational and speaker sessions; affiliate meeting space requests; luncheons, receptions, and board meetings.

Manage the EXPO, sponsorships and all advertising.

Manage the event evaluation process and summary reports.

Oversee meetings intern and all on-site consultants.

Cultivate and maintain relationships with an extensive variety of suppliers and industry service providers.
ASSOCIATE DIRECTOR MEETINGS AND COMMUNICATIONS

Work with staff to schedule AC sessions and creating program planning documents.

Maintain program planning documents throughout schedule changes, ensuring all sessions are assigned to appropriate rooms.

Coordinate communications with presenters confirming session scheduling, location, and setup.

Develop the AAFCS crises meetings management plan in collaboration with the Sr. Director of Communications and Marketing.

ADMINISTRATIVE AND MANAGEMENT

Manage the conference e-mailbox.

Review all vendor billing and payments for audio visual services, hotel and/or meeting site and resolves discrepancies and assigns accounting codes.

Design, test and manage the registration website, reviews, establishes and implements policies, procedures and guidelines for registration services.

Manage and monitor the hotel room block, develops online housing reservations and policies, creates VIP, speaker and staff rooming lists.

Manage ticket sales for meals and excursions.

Create menus; handle special dietary needs.

COMMUNICATIONS AND OUTREACH

Support content planning, monitoring and reporting strategy to align with overall communication and marketing goals.

Design infographics, flyers, digital collateral and other media for the promotion of programs, conferences, credentials and signature initiatives.

Execute a strong communications plan via electronic communications, the website, mobile applications and print materials related to the meeting.

Maintain the Association website and provide support for the Affiliate websites.

Track engagement data to help assess progress toward reaching strategic goals.

Provide support for multimedia platforms for webinars, and videos.

Manage the production and delivery of routine member communications.

Manage the engagement of members in online communities and forums.

Assist with other projects, initiatives and general administrative support as needed.

OTHER

Perform other duties as assigned.

Provide logistical and registration support for other association events, including Fall Leadership Workshop, as needed.
ASSOCIATE DIRECTOR MEETINGS AND COMMUNICATIONS

Manage all details for participation in related organization meetings and expos.

Schedule conference calls for staff as needed

QUALIFICATIONS

Minimum of bachelor’s degree.

Minimum of 5 years of professional experience in a meeting planner or equivalent profession, preferably in the not-for-profit or association sector.

Must be able to lift 20 pounds.

Certified Meeting Professional (CMP) certification a plus.

REQUIRED KNOWLEDGE AND SKILLS

Must have strong technical proficiency with MS Office, Higher Logic, Canva, Adobe Photoshop, InDesign and HTM.

Ability to efficiently manage time, deadlines and handle multiple assignments simultaneously.

Experience in planning and managing workflow, and logistical details typical of project management or event planning.

Excellent communication skills including public speaking, writing, active listening, and synthesizing information from diverse sources when working with colleagues, members, and volunteers.

Ability to effectively manage and execute multiple projects of importance, sometimes with conflicting deadlines.

Stellar interpersonal skills and ability to cultivate an atmosphere of collaboration, integrity, trust, diversity, and respect.

Ability to solve problems with good judgment and maintain effective working relationships.

Strong analytical skills with the ability to identify problems or weaknesses and make recommendations to resolve such issues.

Experience in handling multiple, competing priorities, and meeting concurrent deadlines.

Strong member service skills and ability to deal with questions and concerns in an articulate, efficient, and diplomatic manner.

Willingness to work extended hours when needed, including occasional weekends, and to travel at least twice a year.

Ability to work well both individually and as a team member.

Willingness to acquire new skills and learning new software.

Flexibility, sound judgment, and honesty with a commitment to a “transparent” style of organizational culture.

AUTHORITY

All responsibilities are fulfilled within existing policies set by association management, leaders and directives authorized by the Chief Executive Officer.
ASSOCIATE DIRECTOR MEETINGS AND COMMUNICATIONS

The Associate Director, Meetings & Communications has the authority to fulfill the responsibilities included in the position description and approved by the Chief Executive Officer.

POSITION RELATIONSHIPS

Because of the nature of this position, the incumbent reports to the Senior Director, Communications & Marketing. The incumbent interfaces extensively with AAFCS staff, members, vendors and partners.

The work location of this position is flexible. Some travel and headquarters on-site work is required.

BENEFITS

This is a full time, salaried position that is eligible for employee benefits. AAFCS offers an excellent benefits package, including but not limited to health insurance, (10) paid holidays, vacation, and sick leave, and a 403 (b) plan.

Interested applicants may submit a cover letter, resume, three current writing samples (marketing material, membership communication, brochure, etc.) and salary requirement to kkleemann@aafcs.org by Monday, March 30, 2020.

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