

CONNECTICUT BAR ASSOCIATION (CBA)

JOB DESCRIPTION: Director of Membership Strategy

Title: Director of Membership Strategy

Department: Events and Membership Services

Reports to: Executive Director

Supervises: Member Service Representative, Event Administrator

Work Environment: Hybrid; in-person attendance required for meetings and events including evening

FLSA Classification: Full-time, Exempt; benefits-eligible, PTO, 401(k), and paid holidays provided

Position Summary

The Director of Membership Strategy is responsible for the growth, retention, and long-term value of the Connecticut Bar Association's membership. This role owns the full membership lifecycle and is accountable for developing and executing a data-driven strategy that delivers measurable results aligned with the Association's mission, governance priorities, and financial goals.

This is a senior, hands-on leadership role requiring sound judgment, disciplined execution, and the ability to analyze complex information and translate it into clear strategies and recommendations for leadership. The Director supervises staff, works closely with committees and sections, and regularly reports to senior leadership and governance bodies. The position requires travel and regular attendance at evening programs and occasional weekend events.

Core Responsibilities

1. Membership Strategy, Analysis, and Accountability

- Develop and execute a written membership growth and retention strategy
- Establish annual goals, benchmarks, and key performance indicators
- Own the annual membership campaign from planning through evaluation
- Analyze membership performance, including acquisition, renewals, retention, lapses, and engagement trends
- Prepare written analyses, strategy memos, and recommendations for the Executive Director, leadership, and governance bodies
- Present findings and strategic recommendations to leadership, committees, sections, and other stakeholders
- Adjust strategy based on data, organizational priorities, and member feedback
- Maintain accountability for outcomes and measurable results
- Provide data and analysis to inform membership dues structures, categories, and pricing decisions.

2. Membership Systems and Data

- Serve as primary staff owner of the Association's membership database/AMS
- Ensure accuracy, integrity, and consistency of membership records and workflows
- Conduct periodic audits and resolve data or process issues
- Develop dashboards and recurring reports to support leadership decision-making
- Use data to inform forecasting, budgeting, and resource allocation
- Coordinate with IT staff and vendors to improve systems and member experience

3. Member Lifecycle, Committees, and Sections

- Oversee strategies for all stages of the membership lifecycle, including recruitment, onboarding, retention, recognition, and reactivation
- Serve as a key staff resource to membership-related committees and sections
- Provide committees and section leadership with relevant membership data, analysis, and engagement strategies
- Incorporate feedback from members, committees, and section leadership into ongoing strategy refinement
- Develop targeted strategies for early-career members and new admittees to support long-term retention

4. Committee, Sections, and Leadership Support

- Serve as staff liaison to the Membership Committee and other assigned committees
- Prepare agendas, reports, data analyses, and strategic materials
- Attend meetings, track action items, and ensure follow-through
- Maintain effective working relationships with section chairs, committee leaders, and leadership

5. Member Benefits, Programs, and Events

- Identify and evaluate member benefits, partnerships, and engagement initiatives
- Prepare recommendations and oversee implementation of approved initiatives
- Oversee membership-related events to ensure alignment with engagement and retention goals
- Supervise the Events Administrator for assigned membership-related programs
- Conduct post-event evaluations and report outcomes to leadership

6. Governance and Elections Administration

(In coordination with the Executive Director)

- Manage House of Delegates district elections, including timelines, communications, and coordination with relevant committees
- Track nomination activity and participation levels and coordinate closely with the Elections Committee
- Provide administrative and logistical support to the Nominating Committee
- Prepare governance-related materials, reports, and constitutional or bylaw documentation as needed
- Coordinate officer transitions to ensure continuity and accurate documentation
- Ensure governance processes are well-documented, deadlines are met, and follow-through is consistent

Required Qualifications

- Bachelor's degree
- Minimum of 7 years of progressively responsible experience in membership, association management, or a related professional or nonprofit environment
- Excellent oral and written presentation skills, including the ability to prepare clear written analysis and present to leadership and volunteer bodies
- Strong computer skills, including proficiency with Microsoft Office Suite, SharePoint, CRM/AMS platforms, and databases
- Strong interpersonal skills with the ability to engage with and connect to diverse individuals and groups across the demographic spectrum
- Demonstrated discretion in handling confidential information and sensitive materials, and sound judgment in matters of CBA policy and procedures
- Strong organizational, project management, and prioritization skills
- Experience supervising staff and managing cross-functional initiatives
- Commitment to an inclusive, equitable workplace culture
- Ability to travel and to work evenings and occasional weekends to support programs, meetings, and events

How to Apply

To apply, please submit a cover letter and résumé to Lina Lee at llee@ctbar.org. Applications will be reviewed on a rolling basis.

Salary Range: \$90,000-\$105,000, commensurate with experience. This is a full-time, exempt position with a comprehensive benefits package including health insurance, paid time off, 401(k), and paid holidays.

About the Connecticut Bar Association

Founded in 1875, the Connecticut Bar Association is the preeminent organization for lawyers and the legal profession in Connecticut. With more than 70 sections and committees, the CBA produces over 300 programs each year, including the Connecticut Legal Conference. The CBA is a nonprofit member service organization dedicated to advancing the legal profession and the principles of law and justice.