

**US Sailing**  
**Senior Vice President of Memberships**  
**Job Description**

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**Our Mission:**

Increase sailing participation and excellence through education, competition, and equal opportunity, while upholding the principles of fair play, sportsmanship, and safety.

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**Our Vision for the Future of Sailing:**

Sailing has become a rapidly growing sport in the US, driven by innovations in access and education, and inspired by American success in international competition. The diverse sailing community is aligned around common goals for the sport. Sailing has been embraced by the public as being inspiring, inclusive and accessible.

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**Our Values:**

- Respect
- Integrity
- Excellence
- Collective Success
- Clarity and Transparency
- Sustainability

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**What you'll be doing:**

In support of US Sailing's mission to grow and strengthen the sport of sailing, the Senior Vice President of Memberships is responsible for directing and managing the functions of the member engagement department. This is a key leadership role responsible for providing excellent customer service, building, facilitating, and maintaining relationships with Local Sailing Organizations (LSO) as well as individual members and creating, developing, and implementing a diverse portfolio of events and experiences designed to increase, heighten, and promote US Sailing programs and services to the broad sailing community. The SVP of Memberships will report to the CEO and work closely with the Chief Development Officer, Chief Financial Officer, Senior Vice President of Corporate Partnerships, and other members of the leadership team.

This role requires a forward thinking, creative leader focused on developing and delivering innovative member engagement strategies and experiences to grow both US Sailing and the sport. Interpersonal skills that can motivate and foster collaboration with a wide array of stakeholders including staff, volunteers, industry partners and sailing organizations, are critical to success in this role. The position is a crucial member of the organization with a seat on the executive leadership team, and is involved in major strategic and operational decisions affecting the organization and responsible for the following:

- Local sailing organization support and outreach
- Provide access and information on the association's diverse portfolio of products and services

- Build, facilitate, and maintain relationships with Local Sailing Organizations and US Sailing's organizational members by establishing regular communications and traveling to regions across the county
- Lead the Marketing department, identify and determine content for regular communication to organizational leadership
- Lead marketing and all departments to connect programs to all Local Sailing Organizations and organizations across US Sailing
- Manage the organizational membership loyalty program
- Facilitate the flow of information between Local Sailing Organizations and US Sailing
- Responsible for developing and implementing services and programs for the 1,500+ organizational members and 44,000 individual members of US Sailing
- Collaborate across the organization and work with all departments to promote US Sailing's broad array of services, programs and products to members and potential members
- Manage, develop, and train staff to provide first class customer service to US Sailing constituents
- Solicit member feedback on programs and services
- Develop and execute plan for Boat Show presence including logistics of exhibiting
- Ensure database is updated with contact information for all event attendees and facilitate post event communications to attendees
- Attend events and serve as the public presence of US Sailing
- Develop a network of Field Ambassadors to represent US Sailing regionally
- Develop, manage, and achieve department budget and goals
- Promote existing membership benefits and improve membership value by enhancing membership benefits
- Serve as the direct liaison to the leadership of US Sailing divisions, committees and councils regarding member engagement operations relating to the respective constituencies
- Possess the highest integrity and values consistent with those of US Sailing
- Ability to work non-traditional hours including weekends and holidays if needed
- Ability to travel domestically
- Lead membership activities (development of member benefits, membership sales efforts, membership retention efforts, customer service, etc.)
- Lead consumer marketing activities (branding, social media, advertising, etc.)

**Who you are:**

- Bachelors' Degree in business, marketing, or related discipline required. MBA or advanced degree preferred
- Minimum 10 years progressive experience and a demonstrated track record of accomplishments in sales, marketing, operations, and management
- Member-based association and/or non-profit experience a plus
- Experience leading sales efforts/teams for member driven organizations
- Experience in fiscal management of a \$2+ million budget
- Possess solid leadership skills with an ability to work effectively and accomplish tasks, projects, and goals through influencing others within a complex organizational structure
- Be detail and process-oriented with strong program and logistics management skills and planning

- Possess the ability to present one's own ideas with clarity and generate buy-in and commitment from multiple constituencies
- Belief in the Olympic movement
- Appreciation for the sport of sailing

**Benefits and Perks:**

- Medical insurance
- Vision insurance
- Dental insurance
- 403(b) with company match up to 5%
- Life insurance
- Long and short term disability insurance
- Paid time off, Sick, and Vacation time
- Access to free gym Membership at Roger William University campus
- Access to Roger Williams University cafeteria and lunch options
- Discounts to West Marine 5-60%
- Complimentary US Sailing Membership

**Physical Demands and Work Environment:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

US Sailing provides a vibrant work environment that values creativity, teamwork, and respect. As part of our dedication to the diversity of our workforce, US Sailing is committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant or employee on the basis of race, color, religion, creed, national origin or ancestry, sex, gender, gender identity, gender expression, sexual orientation, age, physical or mental disability, medical condition, marital/domestic partner status, military and veteran status, genetic information or any other legally-recognized protected basis under federal, state or local laws, regulations or ordinances.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) applying for this position. Employees will be required to follow any other job-related

instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the candidate will possess the skills aptitudes and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Please submit resumes and letters of interest to [ReneeWetterland@ussailing.org](mailto:ReneeWetterland@ussailing.org)