POSITION DESCRIPTION

Position: Vice President, Membership Growth & Strategic Development
Department: Core
Location: Flexible
Reports to: CEO

Summary:

BSA | The Software Alliance (www.bsa.org) is the leading advocate for the global software industry. Its members are among the world’s most innovative companies, creating software solutions that help businesses of all sizes in every part of the economy to modernize and grow. With headquarters in Washington, DC, and operations in more than 30 countries, BSA pioneers compliance programs that promote legal software use and advocates for public policies that foster technology innovation and drive growth in the digital economy. Follow BSA at @BSAnews.

The VP, Membership Growth & Strategic Development is responsible for developing and executing on all aspects of membership strategy. This role will drive efforts to identify the most relevant industry leaders, which share the view that data used responsibly can transform businesses and improve services, and recruit those companies for membership. This individual will also be responsible for ensuring BSA continues to retain and deliver value to members. The VP, Membership Growth & Strategic Development will report to the CEO and work closely with BSA’s senior team.

BSA is currently operating entirely remote during the pandemic. We will consider allowing this position to operate from a location other than our Washington, DC headquarters, therefore, we encourage candidates from all geographies to apply.

Professional Experience and Qualifications:

- 12+ years of progressively increasing leadership experience in policy advocacy, fundraising, business development, or membership recruitment.
- Strong connections in the technology policy world.
- Self-motivated, highly competitive, sales-oriented attitude.
- Significant experience in a leadership role working collaboratively across departments, and with internal and external stakeholders, to devise strategy, develop and execute comprehensive programs aligned to that strategy, and drive measurable results.
- Demonstrates strong entrepreneurial spirit.
Key Responsibilities:

- Design and execute a membership growth strategy, including identifying new prospects and understanding their objectives.
- Serve as principal outreach to prospective members.
- Design membership levels and pricing strategy.
- Identify new channels to engage with prospective members.
- Design compelling marketing materials that explain BSA services and the value to prospective members.
- Design and execute a strategy to create a compelling membership experience, including developing an engaging networking program for company senior executives and policy staff.
- Collaborate with BSA team in designing creative service offerings to attract, retain, and add value to members.
- Monitor and understand industry developments to refine membership strategy and needs.

About BSA Benefits:

BSA recognizes that benefits play an important role in your selection of an employer. We offer generous benefits including many unique benefits and perks to our employees in locations around the world and encourage everyone to live a healthy, balanced life. Our comprehensive benefits include:

- Generous health, disability, and life insurance
- Exceptional 401k plan employer contributions
- Year-end office shut down between Christmas and New Year’s
- Three-weeks paid sabbatical every five years
- Generous paid maternity and bonding leave
- Emergency backup childcare
- Health/Fitness and Financial/Tax Advice allowance
- Professional development, continuing education (including tuition reimbursement) and training
- Casual dress
- Flexible work policy

How to Apply:

To apply for this position, please submit your resume and cover letter to careers-americas@bsa.org. Include the position title and location in your Subject Line.

BSA is an Equal Opportunity Employer and values diversity. We embrace and reflect diversity in our staff and seek skilled individuals who are motivated and passionate about the industry, our work, and expansive community.

Thank you for your interest in career opportunities at BSA | The Software Alliance!

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