Title/Position: Managing Director, Publishing, Media, and Content Division, SIIA

Reports to: SIIA President
Position Status: Exempt
Location: Washington, DC, preferred

The Organization. The Software & Information Industry Association (SIIA) - the principal trade association for the business-to-business content and information industries - has an exciting opportunity for an executive interested in leading a newly consolidated division of the organization, primarily serving B2B content and media enterprises. The Managing Director will help set and execute the vision for the Division, while ensuring financial success and a high degree of member satisfaction.

Function: Reporting to the SIIA President, the Managing Director (MD) is responsible for leading and growing SIIA’s Publishing, Media and Content Division through strong and imaginative member recruitment, engagement, and program development laser-focused on member value. The MD is responsible for the financial performance of the Division, which includes optimizing membership, dues, and events revenues; developing educational programs and services; and planning and executing an array of compelling in-person and online events.

Duties and Responsibilities:

- Serve as primary member liaison and lead the development and expansion of the Division through membership recruitment, sales, engagement and retention; strategic initiatives; marketing; and program and content development -- all with an eye toward maximizing member value. Serve as the primary interface to member company leaders.
- Lead the continuing evolution of Division strategy, revenue growth and new offerings in collaboration with the Division’s Advisory Board and other key members to serve the best interests of the industry at large and drive industry innovation.
- Define key industry themes and trends relevant to Division members and use these to power events, content development, programming, and marketing, including speaker selection, promotions, and related budget, operations, and logistics. Oversee development and supervise editorial content for digital properties, social media, press releases and newsletters.
- Maximize Division’s financial performance and ensure the Division operates within budget. Drive sponsorship and sales opportunities across Divisional programming and events.
- Organize and lead Division’s Advisory Board activities. Provide regular reports on financials and roadmap.
- As a key member of the SIIA leadership team, participate in organizational strategic and operational planning, collaborating effectively with peers to recommend initiatives, investments, and budgets to the overall SIIA Board of Directors, and supporting the financial sustainability of the at-large organization. Coordinate with SIIA senior leadership to maximize value proposition and collaborative opportunities for all SIIA affiliates. Collaborate across the organization with support teams (e.g., marketing, membership) to the benefit of Division membership.
- Represent SIIA and the Division at industry-related conferences. Manage relationships with outside organizations that provide benefits to the membership. Serve as media spokesperson on the value of the industry and key issues.
- Develop and manage industry research and metrics. Ensure consistent production and updates of key information and benchmarks.
- Oversee the establishment of a public policy and regulatory agenda in coordination with Division Advisory Board and SIIA Public Policy team.
• Manage a team of three including member and sponsorship sales, content creation, event management, and association membership professionals.

**Benefits:**
• Competitive Salary & Growth Potential
• Paid Annual & Sick Leave
• Paid Holidays
• Health/Vision/Dental Coverage
• 401(k)

**Minimum Requirements:**
• Bachelor’s Degree required. Advanced degree in business, marketing or publishing preferred.
• A keen interest in and awareness of the technologies compelling change and transformation in the B2B media and association media landscape.
• Prior leadership experience in digital publishing and/or technology industries, with demonstrated results in the events, marketing, business development, product and/or strategy functions.

**What We Love About You:**
• You are thoughtful, energetic, innovative, results-oriented and a resourceful self-starter.
• You have a tenacious work ethic, dedicated to exceeding expectations.
• You have a “customer first” mindset and are obsessive about building and maximizing value for our members.
• You are collaborative and accountable, and committed to integrity.
• You embrace the diverse perspectives of all people and honor them with dignity and respect.
• You find time to laugh and strive to “make people’s day” in all your interactions.

To apply, please send resume and cover letter to: rabraham@SIIA.net

SIIA believes a diversity of voices leads to better outcomes for our members, our employees, our products, and our communities. We are proudly committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, political persuasion, or Veteran status. If you have a disability or special need that requires accommodation, please let us know.