



<b>Job Title:</b>	Associate Executive Director, Operations and Business Development	<b>Reports to:</b>	Executive Director
<b>Department/Group:</b>	Executive	<b>Date:</b>	March 8, 2023
<b>Location:</b>	Chicago, IL or remote	<b>Travel Required:</b>	4-8 times per year
<b>Direct Reports:</b>	Director, Information Technology Sr. Manager, Industry Relations Senior Manager, Marketing and Member Outreach Manager, Development and Industry Relations	<b>Position Type:</b>	Full Time

**Job Description**

**POSITION OVERVIEW**

The Associate Executive Director, Operations and Business Development serves as a key member of the executive team, working closely with the Associate Executive Director, Programs and the Executive Director to set strategy, identify and respond to challenges and opportunities, and advance the mission of the organization and the strategic goals as set by the Board.

*The Associate Executive Director, Operations and Business Development:*

- Provides strategic oversight for a portfolio of revenue-generating and infrastructure support products, programs, and services to meet the strategic goals of the organization, with a focus on supporting professional constituencies of the organization and assuring adequate operational infrastructure to support programs, services, and staff needs
- Leads efforts to maximize short-term and long-term earned and contributed revenue through membership sales, meeting registrations, industry support, grantseeking, individual giving, and other opportunities
- Leads operational areas that provide the infrastructure for developing and delivering AES programs including information technology, business aspects of meeting experience, and marketing
- Supports organization-wide understanding of the competitive and collaborative landscape, stakeholder needs, and opportunities for engagement
- Through leadership of communications, marketing, development and branding efforts, effectively positions the Society to internal and external audiences
- Working collaboratively with the Associate ED, Programs, supports the process of developing and marketing AES programs, products and services that enhance the Society's product portfolio (strategically and financially) while maximizing customer value and satisfaction
- Provides leadership for American Epilepsy Society brand management efforts to advance the mission of the organization and position its unique role in the broader epilepsy community.
- Ensures marketing communication are on-strategy, on-brand, and represent the society as a highly respected professional organization



#### **ROLE AND RESPONSIBILITIES**

- As a member of the executive staff team, contribute strategically to the identification and development of opportunities that creatively leverage resources and support the growth of AES as an organization while maintaining focus on the mission of the organization
- Lead development and communication of AES position, value propositions, and brand management standards to AES staff and other constituencies.
- Ensure that AES operations serving external constituencies are executed in a cost-effective, top quality, customer-focused manner that supports AES positioning as a leading source for epilepsy education, research and information
- Guide the work of the information technology team to ensure that the AES technology infrastructure is reliable, up-to-date and optimized for efficient and cost-effective use by staff and other constituencies
- Lead development of and regular, timely production of key reports for use in Board, executive, and management decision-making
- Guide the development of effective marketing plans and support the execution of those plans, including product development, pricing, distribution channels, and promotion.
- Provide staff leadership and support to assigned committees
- Project longer-term revenue and costs as needed for annual and strategic planning
- Facilitate, build, and cultivate strong relationships between AES volunteer leaders, AES and epilepsy thought leaders, and corporate leaders in companies that serve patients with epilepsy
- Lead and support, in collaboration with the Executive Director, AES Board members, and other members volunteers in their work related to corporate support and other business development
- Assure compliance in areas under supervision with all regulatory, accreditation and reporting requirements, applicable standards, and AES policies and procedures.
- Ensure effective strategies, resources, and processes are in place to meet revenue goals for industry support, memberships, Annual Meeting, individual annual giving and other assigned revenue-generating activities
- Keep current on changing trends in information technology, the meetings industry, corporate support (particularly for medical societies), and adjust programs and strategies as needed
- Guide development and delivery of effective supporter and constituent engagement communications and activities to ensure their consistency with the AES brand strengths and value propositions
- Coordinate response to grant seeking opportunities working closely with program staff leads

#### **EXECUTIVE TEAM RESPONSIBILITIES**

- Plan and execute appropriate staffing structures based on strategic goals, budget, and skill sets of current personnel
- Oversee the development of complete and well-documented annual department budgets. Monitor performance against budget and act to implement course correction as needed. As a member of the executive team, participate in refinement of overall organization budget and preparation of any necessary background materials for the Budget & Audit Committee
- Assure that prioritized programs are tailored to available resources and meet delivery timelines. Manage costs to stay within budget and maximize net revenue
- Facilitate and leverage connections across clinical and scientific programs in education, research, and clinical activities to maximize value for members, impact of programs and operational synergies.
- Maintain a working knowledge of key issues in neurology and epilepsy research and clinical care
- Special projects as assigned



#### **QUALIFICATIONS AND EDUCATION REQUIREMENTS**

Advanced degree in liberal arts, business administration, healthcare administration, advocacy, marketing or related field.

Minimum 15 years of professional experience preferably in a healthcare or other non-profit business management or senior marketing or membership role, with experience directing departmental or organizational strategy and overseeing program execution. Minimum 10 years staff management and development experience with demonstrated skills in building and growing a team. Demonstrated ability to identify viable and sustainable revenue expansion opportunities. 5 years proven track-record of successfully managing critical operation infrastructure areas. Experience leading corporate sponsorship and/or grants initiatives for non-profit organization.

#### **PREFERRED SKILLS**

Ability to earn the confidence of a wide range of internal and external constituents. Effective leadership capabilities; able to build effective teams and collaborations. Ability to think strategically and operationalize strategic goals into action plans. Successful track record of delivering net revenue per budgetary goals and timelines. Ability to provide oversight of compliance and regulatory requirements pertaining to corporate support practices. Excellent analytical, organizational, and communication skills, including the ability to write successful solicitation letters, proposals, reports, and marketing communications. Experience developing and managing budgets of at least \$2-million, including both revenue and expense. Successful track record of managing teams to deliver multiple projects in a fast-paced, deadline-driven environment. Demonstrated mentorship and staff development skills. Highly accountable for own and direct report actions. Exceptional interpersonal and conflict management skills at all levels of the organization with demonstrated success at leading through influence. Collaborative, solution-oriented team leader and colleague. Must be able to speak effectively in a public or group setting. Working knowledge of finance and accounting principles. Must be able to work flexible hours, including occasional evenings and weekends. Must be able to travel as job dictates.

#### **AES VISION**

The vision of the American Epilepsy Society is to eradicate epilepsy and its consequences.

#### **AES MISSION**

The mission of the American Epilepsy Society is to advance research and education for professionals dedicated to the prevention, treatment and cure of epilepsy.

#### **AES VALUES**

- We are dedicated to improving the lives of people with epilepsy.
- We embrace innovation and strive for excellence in everything we do.
- We are an inclusive, collegial community, which enriches the experiences of all involved.
- We value collaborating with other organizations that are aligned with our mission to achieve greater results.

*AES is an Equal Employment Opportunity employer. Equal Employment Opportunity is a fundamental principle of the American Epilepsy Society, where employment is based upon personal capabilities and qualifications without discrimination based on race, color, sexual orientation, gender identity, religion, sex, age, national origin, military history, disability, genetic information or any other protected status. This policy of Equal Employment Opportunity applies to all policies and procedures relating to recruitment and hiring, compensation, benefits, termination and all other terms and conditions of employment. The American Epilepsy Society prohibits employee conduct that*



*results in discrimination. Each manager and supervisor is responsible for implementing and supporting this policy. 3  
Anyone who violates another's rights in any of these areas is subject to dismissal. Discrimination is not tolerated in  
any form by AES and appropriate disciplinary action may be taken against any employee violating this policy.*

Approved By:	Eileen Murray	Date:	March 8, 2023
Last Updated By:	Eileen Murray	Date:	March 8, 2023