



*Build better skills for better performance.\**

## **Vice President of Member Services Business-Higher Education Forum**

### **Position Summary**

The Business-Higher Education Forum (BHEF), a dynamic membership organization comprised of corporate CEOs and university presidents, seeks a high-performing senior leader to drive strategic member recruitment, member retention and delivery of member services. This critical position will be involved in all aspects of the 40-year-old nonprofit as it maximizes value for its members by identifying emerging high-value skills and sourcing credentialed talent for its members.

The Vice President of Member Services (VPMS) will be responsible for the full lifecycle of membership: recruitment, onboarding, delivery of services, and retention. The VPMS will work across the organization to deliver services and offerings that enhance member value, and to create the metrics and dashboards that define member engagement and satisfaction.

The VPMS will report to the CEO of BHEF and lead a 2.5-person Member Services Team.

### **Key Areas of Responsibility**

#### *Strategic Recruitment*

Working with BHEF's Membership Committee, the VPMS will drive a multi-stage strategic sales process from prospect identification to member onboarding and member service delivery. The VPMS will propose annual and quarterly new member targets to the Membership Committee and be appraised on attainment of these targets. The VPMS will be responsible for managing the recruiting process from collateral creation for each stage through reporting on status of prospective members.

#### *Member Retention*

The VPMS will develop a comprehensive member retention program and track and record each member's engagement activities for annual reporting and expanded engagement strategy. The VPMS will oversee the development and delivery of an annual letter to individual members reporting BHEF services and benefits utilized in the past year and proposing a proactive plan for expanded engagement for the upcoming year.

#### *Increasing Member Recruitment and Retention*

The VPMS will increase recruitment and retention by marketing prospective and current members on the value of BHEF services and offerings. The Member Services Team will implement and refine onboarding workshops for engagement with BHEF services and offerings. Additionally, the VPMS will work with the Program Offerings Team to customize light-touch engagements to facilitate Business-Higher Education partnerships and other solutions that meet each member's needs. The VPMS will establish targets for selling BHEF "included-in-membership" offerings and tracking performance.

## **Qualifications and compensation**

A successful candidate will have a bachelor's degree and significant, progressive experience in sales and customer service and demonstrated team-building skills. Knowledge of higher education and non-profit organizations are a plus. Competitive benefits and base plus bonus compensation are commensurate with experience.

## **About the Business-Higher Education Forum**

BHEF is a 40+-year-old nonprofit membership organization that connects higher education institutions to business talent demand. Members-- business CEOs and university presidents--join BHEF to anticipate skills needs and improve pathways between higher education and the workforce.

BHEF builds better skills for better performance through:

- Identifying high-value emerging skills through yearly signature reports, ad hoc research, and timely quick takes.
- Developing pathways that quickly source high-value talent. BHEF has a repeatable approach to accelerate pathway development between business and higher education.
- Leading action-oriented forums and partnerships that promote innovative approaches between business and higher education.

## **EEO Statement**

It is the Business-Higher Education Forum's policy to provide equal employment opportunity to all its employees and applicants for employment regardless of their race, creed, color, national origin, age, ancestry, nationality, marital or domestic partnership or civil union status, sex, pregnancy, gender identity or expression, disability status, liability for military service, protected veteran status, affectional or sexual orientation, atypical cellular or blood trait, genetic information (including the refusal to submit to genetic testing), or any other category protected by law. As an organization, we value diversity of background and opinion, and prohibit discrimination or harassment on the basis of any legally protected class in the areas of hiring, recruitment, promotion, demotion, training, compensation, pay, fringe benefits, layoff, termination or any other terms and conditions of employment.

To Apply

Email [Ursula.Gross@bhef.com](mailto:Ursula.Gross@bhef.com) with a cover letter and resume.