



Intelligent Transportation Society of America

Senior Director of Membership Growth

Salary range: \$115,00 - \$125,000

Location: Washington D.C./Hybrid Schedule

FLSA classification: Full-time exempt

Reports to: Vice President, Membership and Operations

Who We Are:

For more than 30 years, the Intelligent Transportation Society of America (ITS America) has been a leading nonprofit uniting government, industry, and academia to champion policies and investments that make our transportation systems safer, more innovative, and more efficient. We work with agencies and industry leaders to advance technology-driven solutions that improve how people and goods move—enhancing quality of life, supporting a thriving economy, and maintaining America’s global competitiveness.

ITS America offers full benefits, a flexible hybrid work environment, and varied opportunities for coaching, mentoring, and development. We are a dynamic, innovative working environment focused on trust, accountability, and building a true sense of team.

Position Summary

The Senior Director of Membership Growth is responsible for driving ITS America’s membership growth by building and executing a new-member sales strategy, developing and managing a robust prospect pipeline, and coordinating/collaborating with other ITS America staff to convert prospective organizations into engaged members. This role owns annual new membership revenue targets, strengthens the Association’s market presence across public and private sectors, anticipates new market segments, and ensures consistent hands-on onboarding experience that positions new members for long-term value and involvement.

Primary Responsibilities

1. Membership Revenue & Growth Strategies (85%)

- Own and exceed annual new membership revenue targets across all segments
- Build and manage a qualified prospecting pipeline through outbound prospecting, cold outreach, strategic networking, and event-based lead generation
- Create and maintain a prospective pipeline to include new and emerging stakeholders in the transportation, and adjacent technology industries, public sector (state and local), research and academic institutions
- Track and report monthly to Senior Leadership on pipeline health, conversion rates, sales velocity, and revenue forecasts



- Create and implement a comprehensive member recruitment plan consistent with the Association's Mission, Vision, and Strategic Plan. Establish recruiting best practices, to include phone calls, virtual meetings, face-to-face discussions, and other consistent communications with prospective member organizations
- Identify gaps in existing membership sectors to recruit new members and partners
- Develop strong relationships with prospective members
- Initiate and conduct hands-on, one-on-one membership conversations including discovery calls, in-person meetings, and executive presentations
- Attend industry/local meetings and events to prospect potential members and collect leads for one-on-one follow-up
- Work closely with the ITS America's Policy and Technical Programs Departments to understand how the Association's work can benefit new sectors and expand membership opportunities
- Partner with ITS America's Marketing Department to design targeted campaigns that generate qualified leads and accelerate the process from prospect identification to member
- Partner with other ITS America staff members to assist with membership pitches when applicable
- Study market trends to understand and report to senior leadership on current and projected trends, constraints, and membership opportunities
- Create and maintain member company profiles and communication/activity logs within the Customer Relationship Management (CRM). Identify high-value prospect segments and develop tailored sales strategies to secure new members
- Collaborate with leadership to set ambitious yet achievable revenue goals and membership growth benchmarks
- Continuously work to refine ITS America's membership value pitch to increase pitch-to-membership conversion rate
- Coordinate with SVP, Member Engagement and Operations and Vice President, Membership and Operations to develop annual budget and projected growth for new members
- Collaborate with ITS America's Finance Department to ensure new members are accurately reflected in the database and as we invoice new members

2. Onboarding (10%)

- Host onboarding calls for all new members to introduce them to ITS America resources, upcoming events, and other opportunities for their organization to become involved
- Create MyITSA accounts for new members and collect all the relevant information for ITS America's systems

3. Coaching, Growth, and Development (5%)

- Work with your supervisor regularly to ensure career goals are developed and advanced, receive feedback on performance, and participate in training and development opportunities
- Plan time for innovation, reading, brainstorming, and creative problem solving to support the organization and the position needs



4. Other Duties as Assigned

Basic Qualifications

- Bachelor's degree or equivalent
- 5+ years of experience in membership management or related roles
- 5+ years of experience and background in business development, customer relations, membership, client engagement

Preferred Qualifications

- 5+ years of experience in member recruitment role within an association, trade organization, or other membership organization
- Experience or background in transportation or transportation technology a plus

Abilities

- Excellent organizational skills and ability to multi-task
- Demonstrated ability to manage multiple projects of various sizes and consistently meet deadlines
- Excellent verbal and written communications skills with ability to message ITS America's Mission and Vision to prospective members
- Team player and collaborator
- Proven skills in customer service, networking, building relationships, and stakeholder outreach and engagement
- Ability to work with all levels of expertise, from entry-level professionals to corporate executives
- Proficiency in Microsoft Office Suite
- Must be a self-starter, highly organized, detail-oriented, and able to work well with all members of the organization
- Interest in learning about the transportation and technology industries served by our members and an enthusiasm for emerging technology
- Curiosity to learn about complex technology with the ability to communicate complex technologies in plain language
- Ability to promptly, accurately and respond to member prospect inquiries professionally, including ability to communicate and interact with executives and senior officials
- Excellent interpersonal skills with the ability to build lasting relationships
- Ability to present information to wide audiences
- Proficiency in Salesforce or similar CRM/ERP software
- Ability to travel to association and industry meetings and events

Travel Requirements

- Expected travel to national conferences and in-person forums several times a year not to exceed 20% of time



Physical Demands

- Tasks involve some physical effort, including light to moderate standing and walking, frequent light lifting (up to 15lb.), and minimal dexterity in the use of fingers, limbs, or body in the operation of routine office equipment. Tasks may involve extended periods of time at a computer to perform the majority of the work.
- Extended period of sitting at a workstation or desk. Manual dexterity to work efficiently on computer keyboard for data entry and use other electronics and equipment routinely found in a professional office setting.
- Task requires:
 - Sound perception and discrimination
 - Visual perception and discrimination
 - Oral communications ability

Work Environment

ITS America has a hybrid work schedule. All employees are responsible for their own safety, as well as that of others in the workplace. To help us maintain a safe workplace, everyone must be safety-conscious at all times. This position is performed in a typical office environment where the noise level is usually quiet to moderate. Work may occasionally be performed in public setting or venue such as conferences or workshops where moderate to loud noise from multiple ongoing conversations and presentations may be simultaneously occurring. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and vehicles. Safe use of equipment, as well as safe practices while on ITS America or Customer property is essential.

Disability Specification

ITS America will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and its amendments as well as other applicable local and state employment and disability laws. ITS America is an Equal Opportunity Employer (EOE)

Other Benefits

- Full benefits and 401k matching
- Paid holidays and paid time off
- Onboarding buddy
- Cell phone stipend
- Transportation stipend
- Onsite gym
- Monthly and quarterly team building events including happy hours and outings
- Semi-annual staff retreats
- Opportunities for career development and advancement
- Regular coaching and mentoring



ITS America is committed to creating a diverse work environment where everyone belongs and feels included. We are proud to be an equal opportunity employer. We recruit, employ, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law. All qualified applicants will receive consideration for employment.

Questions? Contact Rachel Rettberg, Senior Vice President of Member Engagement and Operations at rrettberg@itsa.org.