



INTERNATIONAL BRIDGE, TUNNEL AND TURNPIKE ASSOCIATION

1101 14th Street NW, Suite 625 • Washington, DC 20005

Phone: 202.659.4620 • Web: www.ibtta.org

Job Title: Director, Membership and Business Development

Department: Meetings & Membership

Reports To: Interim Executive Director & CEO

Location: Hybrid work environment: Preferred that the individual resides within commuting distance from our global headquarters in Washington, D.C.

Travel: 15-20% travel to conferences, industry networking, and canvassing events. This may include but is not limited to attendance at five (5) conferences per year (each 3-5 consecutive days with one potentially international) as well as additional US industry events or member office visits.

Supervisory Responsibilities: 1 employee - Senior Manager, Member Relations & Exhibits

Job Type: Full-Time

Fair Labor Standards Act Status: Exempt

About International Bridge, Tunnel & Turnpike Association (IBTTA)

The International Bridge, Tunnel & Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 20 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

Position Overview

IBTTA seeks a strategic and results-driven Director of Membership and Business Development to lead and strengthen IBTTA's membership, sponsorship and exhibitor sales. This is a senior-level position responsible for ensuring the association reaches or exceeds its \$8.5 million revenue goal, supervising a direct report, and executing membership and fundraising strategies with a high level of autonomy and discretion.

The Director, Membership and Development, plays a critical role in the growth and retention of membership for IBTTA. This position is responsible for developing and executing strategies to attract new members, retain existing members, and drive revenue through membership, sponsorship and foundation fundraising and other monetized programs. The Director will work closely across the association to build membership around the globe, enhance member engagement, deliver value, and foster strong relationships with current and prospective members.

Key Responsibilities

Membership Recruitment and Retention

- Lead membership recruitment and retention strategies by developing and executing targeted strategies, managing renewals, and analyzing trends and data to inform strategic decisions.
- Identify and engage potential new members in the toll, transportation, and related sectors while strengthening relationships with organizations and key stakeholders and expanding participating to support long term retention.

Member Engagement and Services

- Enhance member engagement and value by developing programs and services, coordinating member outreach initiatives (e.g., surveys, focus groups, and communications), and providing exceptional customer service.
- Support or lead select member committees to drive engagement and cultivate business development opportunities through conferences, webinars, and networking opportunities.

Development and Fundraising

- Lead sponsorship and development efforts, including identifying and cultivating relationships with potential sponsors and partners, developing sponsorship packages for events, programs, and publications, and collaborating with marketing to promote opportunities.
- Drive fundraising efforts, including foundation campaigns and special projects in collaboration with the Foundation team.
- Make strategic, independent decisions related to membership, sponsorship, and development using sound judgment and a results-oriented approach.

Strategic Planning

- Shape and execute membership and development strategies by contributing to the association's strategic plan, collaborating with senior leadership and peers, and independently managing implementation.
- Monitor industry trends and best practices to ensure the association remains competitive and innovative.

Budget and Reporting

- Support budgeting and financial planning for membership and development activities.
- Prepare and present reports on membership growth, retention, and revenue generation to senior leadership and the board of directors, including data-driven insights and strategic recommendations.

People- Management

- Supervise and provide leadership to one direct report, including coaching, performance management, and professional development as well as approving vacation and sick leave requests.

Qualifications

- Bachelor's degree in Business, Marketing, Communications, or a related field preferred
- Minimum of 7 years of experience in membership development, business development, relationship management, or a related field.
- Proven track record of success in membership recruitment and retention.
- Experience in sponsorship sales, fundraising, and revenue generation.
- Strong team collaboration skills.
- Excellent interpersonal.
- Excellent communication skills, both written and verbal.
- Ability to analyze data and make strategic decisions.
- Familiarity with the transportation or toll industry is a plus.
- Ability to lift, carry, and push/pull up to 25lbs.
- Reliable transportation to and from the office and events required.

Key Competencies

- Strategic thinking and problem-solving
- Leadership and team collaboration
- Customer service and relationship management
- Analytical approach to decision-making
- Consultative selling and marketing
- Project management and organizational skills

Essential Functions

These are the core duties that must be performed by the employee, with or without reasonable accommodation.

- Serve as a senior-level position requiring independent judgment, strategic decision-making, and the ability to manage complex initiatives with minimal supervision.
- Develop and implement membership recruitment and retention strategies to grow and sustain organizational membership.
- Cultivate and maintain strong relationships with current and prospective members, sponsors, and key industry stakeholders.
- Plan and execute member engagement initiatives, including committees, outreach campaigns, and participation in events.
- Identify sponsorship and fundraising opportunities; develop customized proposals and packages to drive non-dues revenue
- Represent the organization at in-person and virtual industry events, conferences, and meetings, including travel as required.
- Collaborate across departments to align membership, sponsorship, and fundraising strategies with organizational goals.
- Analyze and interpret membership and revenue data to inform decision-making and strategic planning.
- Prepare and deliver reports and presentations to senior leadership and the board of directors.

- Maintain accurate records and documentation related to member activities, engagement, and revenue.
- Provide exceptional customer service and support in response to member inquiries and requests.
- Communicate effectively in person, by phone, and electronically.
- Travel, including travel by air and overnight, both locally and nationally and for consecutive days.
- Assist with event and office logistics, including lifting or moving items up to 25 pounds, as needed.
- Maintain regular and predictable attendance and availability during standard business hours, with flexibility for events and event preparation.

Compensation, Benefits, and Perks

- Base salary: \$135,000-\$175,000. Initial placement within this salary range is based on an individual's relevant knowledge, skills, and experience for the position. This position may also be eligible for a bonus.
- Comprehensive employee benefits package including 100% employer paid health, dental, and vision insurance
- 401(k) plan with employer match
- Parental Leave for eligible teammates
- Professional development opportunities
- Hybrid work environment

Interested candidates should submit a resume and cover letter outlining their qualifications and experience to recruiting@ibttta.org.