Director of Community Growth & Member Engagement

Location: Remote (U.S. Based)
Reports to: Executive Director
Compensation: $65,000 – $75,000 (Full-Time)

The Opportunity: A Mission with Heart
The Women's Alliance of Financial Advisors is more than a nonprofit, membership-based organization; it is a movement. We are a 501(c)3 dedicated to ensuring that the financial advising profession reflects the diverse world it serves. We know that when women discover this career path and are provided with empowering mentorship and a community of belonging, they don't just succeed—they thrive.

Why this role is different: This is a profoundly rewarding "feel-good" job. Every day, you will be at the center of a community built on the power of women lifting one another up. You won't just be "managing members"; you will be collaborating with industry visionaries, advocating for and supporting women at every stage of their professional path, and inspiring students and courageous career-changers. If you find energy in human connection and purpose-driven work, you will find your home here.

The Role
As the Director of Community Growth & Member Engagement, you will lead our Ambassador membership community, ensuring quality individual member experiences and successful Regional Circle engagement. You will translate the Women's Alliance's strategic goals into a measurable annual plan that drives growth and engagement across our ecosystem of future advisors, early-career advisors, established advisors, and legacy leaders. You will be the champion and hands-on resource for our volunteer-led Regional Circles, ensuring our leaders across the country feel supported, connected, and empowered to scale our mission.

Key Responsibilities

1. Cultivating Community & Membership Excellence
* The Voice of the Women's Alliance: Oversee communications within our existing membership community and among future members through newsletters, social media engagement, webinar/event experiences, and membership portal content.
* Strategic Growth: Design and execute recruitment and retention campaigns that establish the Women's Alliance as the premier, firm-neutral community for women in wealth management.
* The Member Journey: Use CRM data and member feedback to continually refine the experience for every woman we serve—from the student just discovering the profession to the legacy advisor looking to give back.

2. Strategy, Performance & Accountability

* Annual Planning: Develop and implement the annual Membership Growth & Engagement Plan, translating our "Future Forward" strategic goals into clear objectives and timelines.
* Impact Reporting: Establish dashboards to track growth and engagement, identifying trends and opportunities to better serve our community.

3. Regional Circle Expansion & Support
* The Leadership Playbook: Maintain a scalable "Leadership Toolkit" that empowers our volunteer Circle Leads to succeed without being over-burdened.
* Launch, Liaison & Mentor: Coordinate the launch of new regional circles and act as the primary liaison for Circle Leadership, providing the resources, collaboration, and encouragement needed to amplify our mission nationwide.

4. Collaborative Leadership & Operations
* Team Synergy: Collaborate with the Director of Education and Outreach to ensure our webinars, mentorship programs, career navigator tools, and campus outreach are seamlessly integrated into the member experience.
* Operational Excellence: Collaborate with the fractional COO to ensure successful systems integration, data integrity, segmented communications, and a smooth member digital experience.
* Program Resource Cultivation: Collaborate with the team to cultivate sponsorship and grant funding support for membership programs.
* Event Planning: Coordinate 2–3 annual regional, in-person “Community & Conversation” events to strengthen connections across our membership while cultivating new prospects.

What Success Looks Like in Your First Year
* You have implemented an effective engagement strategy that makes members at every stage of their career path feel seen and valued.
* You have grown our membership in alignment with strategic plan growth goals while maintaining strong retention among existing members.
* You have established a scalable framework and leadership toolkit that results in highly organized and engaged Regional Circles.
* You have built collaborative relationships with our Board, Circle Leads, and industry partners that amplify our mission.
* You have secured new industry partnerships through alliances and program funding that accelerate our growth and impact.

Key Qualifications

Advanced Communication & People Leadership
* Strategic Virtual Communication: Exceptional written, verbal, and presentation skills, with a proven ability to inspire a diverse, remote membership base.

* Community Cultivation: Experience in relationship and community building, with a track record of driving member or stakeholder engagement.
* High Emotional Intelligence: Strong interpersonal skills to navigate member inquiries, resolve conflicts, and collaborate across a virtual team.
* Self-Starting Collaboration: Ability to work autonomously in a remote setting while actively collaborating with team members and stakeholders to ensure successful integration of strategies.

Future-Facing Technical Savvy
* AI & Automation Integration: Practical proficiency in leveraging generative AI tools to streamline content creation, analyze feedback, and automate administrative tasks.
* Data-Driven Systems Management: Experience managing CRM platforms to segment data, track trends, and drive retention.
* Modern Digital Workspace: Experience optimizing remote collaboration environments and digital productivity ecosystems.

Experience & Education
* Professional Background: 3 to 5+ years of progressive leadership experience in a nonprofit, membership association, or client-success environment.
* Education: Bachelor's degree in Communications, Business, Information Systems, Nonprofit Management, or equivalent practical experience.
* Travel: Ability to travel 2–3 times per year for regional circle launches or industry events.

Benefits
* Comprehensive Health Care: Competitive medical, dental, and vision options.
* Generous PTO & Paid Holidays: A flexible plan that values rest and rejuvenation.
* Remote Work Administration Stipend: A monthly stipend to support your home office, combined with a remote-first culture that maintains core business hours (Monday–Friday) to ensure responsiveness and seamless collaboration.

How to Apply
If you are ready to join an organization that is passionate about advancing women and building an empowered community, please submit a resume and a cover letter detailing your relevant experience and telling us why this mission resonates with you.

Applications should be sent to: info@womensalliancefa.org (mailto:info@womensalliancefa.org) by October 15. Please include "Director of Community Growth & Member Engagement" in the subject line.

Equal Opportunity Employer & Commitment to Diversity
The Women's Alliance of Financial Advisors is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment is decided on the basis of qualifications, merit, and

organizational need, without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

Note: We know that the "perfect" candidate may not meet every single qualification listed. If you are passionate about our mission and believe you have the skills to help us grow, we strongly encourage you to apply.