



TITLE: Director of Membership Development and Engagement

REPORTS TO: Chief of Staff

FLSA CLASSIFICATION: Full-time; Exempt

LOCATION: Remote or Washington, DC (Hybrid)

BASE SALARY RANGE: Based on Experience (starting at \$130,000)

ABOUT US

The National Alliance of Healthcare Purchaser Coalitions is a nonprofit network of regional, employer-led healthcare coalitions representing thousands of employers and tens of millions of Americans. Our mission is to advance high-value, equitable healthcare for purchasers, patients, and communities. We do this by equipping our member coalitions—and through them, the employers they serve—with the programs, data tools, and collaborative frameworks needed to drive meaningful change in the healthcare marketplace.

From employer claims data collaboratives and fiduciary tools to research focus groups and payment reform initiatives, the National Alliance is constantly evolving to meet the needs of our coalition network and the employers they represent. We are a mission-driven, relationship-first organization that values strategic thinking, genuine collaboration, and results that matter.

ABOUT YOU

We are looking for a dynamic, relationship-driven leader who brings together the best of membership management and consultative sales. You are energized by building genuine connections, are comfortable pursuing new opportunities with confidence and care, and thrive in a fast-paced environment where your work has direct, visible impact.

As Director of Membership Development and Engagement, you will own the full membership lifecycle, from recruitment and onboarding through long-term retention and deepened engagement, while also serving as a key driver of employer participation in National Alliance revenue-generating programs. You will work in close partnership with the CEO, Chief of Staff, and cross-functional staff to ensure our coalition members receive exceptional value and are active, enthusiastic participants in National Alliance initiatives.

This is a high-impact, high-visibility role that sits at the intersection of member relations and business development. You are not just managing accounts, you are growing a network, building trust, and advancing the mission of making healthcare work better for employers and the people they employ.

This position reports to the CEO and Chief of Staff and will collaborate closely with the Board, coalition leadership, and internal program teams. The position requires comfort with a remote or hybrid work environment and a willingness to travel regularly throughout the year to represent the National Alliance at coalition and employer events.

Core Responsibilities will include:

Membership Growth & Recruitment

- Develop and execute a data-informed strategy for coalition and employer membership recruitment, targeting organizations aligned with the National Alliance's mission and programs.
- Identify, cultivate, and close new coalition membership prospects through consultative outreach, relationship-building, and a clear articulation of membership value.
- Serve as a key driver of employer participation in National Alliance revenue-generating programs, including the employer claims data collaborative, fiduciary tools, research focus groups, and other emerging initiatives, by working with and through regional coalitions.
- Partner with coalition leadership to support their employer recruitment and program adoption efforts, acting as a resource and strategic ally in the field.

Member Retention & Relationship Management

- Proactively cultivate and maintain direct, ongoing relationships with current member coalitions and their stakeholders through regular calls, emails, personal outreach, and in-person visits.
- Serve as the primary staff contact for member questions, needs, and concerns, ensuring timely and thoughtful follow-through.
- Lead the annual membership renewal process in partnership with the finance team, resolving issues with urgency and a member-first mindset.
- Develop and execute a comprehensive member engagement and retention plan with measurable goals and regular reporting to leadership.

Onboarding & Member Experience

- Design and deliver a best-in-class onboarding experience for new coalition members that establishes relationships and accelerates participation from day one.
- Connect new members with relevant programs, committees, peer networks, and leadership opportunities early and consistently.
- Ensure every member touchpoint reflects and reinforces the value of National Alliance membership.

Program & Project Engagement

- Collaborate with the program team to align membership engagement strategies with National Alliance initiatives and revenue-generating projects.
- Communicate program offerings clearly and compellingly to coalition members and the employers they represent, driving adoption and participation.
- Represent the National Alliance at coalition convenings, employer forums, and industry events to build relationships and advance membership goals.

Data, Reporting & Strategy

- Maintain accurate and up-to-date member records in the organization's AMS and CRM platforms.
- Track and analyze membership trends, pipeline activity, and engagement metrics to inform strategy and report progress to leadership and the Board.
- Develop clear, compelling membership reports with actionable recommendations.

- Stay informed on trends in association management, healthcare purchasing, and employer benefits to sharpen value propositions and identify new opportunities.

Responsibilities may evolve based on business needs.

Qualifications, Skills, & Experience will include:

Education & Experience Required

- Bachelor's degree required.
- 10 years of progressive experience in membership, business development, or account management, preferably in a nonprofit, professional association, or healthcare-adjacent environment.
- Demonstrated success in consultative sales, membership recruitment, or revenue-generating program enrollment.
- Proven track record of managing member or client retention programs and deepening engagement across a diverse stakeholder base.
- Strong relationship-building skills with the ability to earn trust with a broad range of stakeholders, from C-suite executives to coalition staff and frontline employer contacts.
- Excellent written and verbal communication skills, including the ability to develop compelling presentations, proposals, and outreach materials.
- Proficiency with AMS platforms, CRM tools, and email marketing software.

Preferred Experience

- Experience working with or within employer coalitions, health plans, benefits consultants, or healthcare purchaser organizations.
- Familiarity with employer-sponsored healthcare programs, claims data, or healthcare purchasing strategies.
- Experience working with a national network of affiliate or regional organizations.

Attributes We Value

- Proactive & self-directed: You spot opportunities, take initiative, and follow through with accountability.
- Sales-minded: You are comfortable making asks, navigating objections, and closing, while always keeping relationships first.
- Mission-driven: You believe that purchaser-led healthcare reform matters, and you bring that conviction to your work.
- Organized & detail-oriented: You manage competing priorities with precision in a fast-paced, lean-staff environment.
- Adaptable: You are energized rather than overwhelmed by a role that combines strategy, relationship management, and business development.
- Collaborative by nature: you communicate proactively, partner across teams, and thrive in a shared-goals environment.
- Comfortable with data: you use metrics to inform decisions, measure impact, and tell a story about membership health and opportunity.

TO APPLY:

Send cover letter and resume to info@nationalalliancehealth.org.

National Alliance is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.