



# Director of Marketing and Communications

## ABOUT ADHA

Founded in 1923, the American Dental Hygienists' Association (ADHA) is the largest national organization representing the professional interests of the entire field of more than 200,000 dental hygienists. Registered dental hygienists (RDHs) are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical, and therapeutic services that support an individual's total health. ADHA's primary focus is to improve the public's overall health by advocating for dental hygienists, promoting universal access to oral health care, and promoting high standards of dental hygiene education, research, and practice.

At national, state, and local levels, ADHA represents the interests of all dental hygienists, advocates for a range of practice issues, and delivers high quality membership, educational, and professional development programs. ADHA's national structure includes 49 constituent (state) organizations that support over 225 component (local) organizations through community initiatives and education programs. The ADHA Institute for Oral Health, a separate nonprofit foundation, provides funding to dental hygienists nationwide for educational scholarships, research grants, and community service grants.

### Key Facts

- Members: 27,000 (11,000 students) with an 80% retention rate
- 145,000+ social media engagements in 2020
- 87,395 Facebook followers
- 14,100 Instagram followers

### Mission, Vision, Values

**Mission** – To unite and empower dental hygienists to enhance the public's oral and overall health.

**Vision** – Dental hygienists are valued and recognized for their ability to improve the public's health.

**Values** – respect, trust, integrity, and engagement

### Visit



ADHA serves as a tireless advocate for dental hygienists at the state and federal levels by making sure that legislators and decision makers are aware of RDHs' education and practice issues, ranging from direct access, to scope of practice, to licensure issues. ADHA produces the *Journal of Dental Hygiene*, the profession's peer-reviewed scientific digital journal. ADHA has a variety of social media channels and member-based communication platforms to keep the dental hygiene community informed.

ADHA recently launched their Learning Management System (LMS) to provide cutting edge continuing education and professional development courses to the dental hygiene community, including dental hygiene students. Each June, ADHA's Annual Conference provides an extensive offering of educational sessions, hands-on courses, and relevant content on current and emerging evidence-based practices. Their online Career Center provides dental hygienists with immediate access to professional job opportunities across the country.

With headquarters in downtown Chicago, ADHA currently has annual revenues of \$6 million with \$2 million in reserves. ADHA is governed by a committed Board of Trustees with five elected officers and 12 trustees. The House of Delegates, ADHA's legislative body, meets each June and sets association policy and elects ADHA's officers. Reporting to the Board of Trustees, the Chief Executive Officer leads day to day operations, serves as an ex-officio board member, and manages a passionate, dedicated staff of 23, including 3 part-time staff. ADHA's activities and programs are funded principally through a diverse mix of revenue that include membership dues, publications, corporate sponsorships, program revenues, royalties, contributions, and other income. Despite external economic conditions, ADHA remains a strong, financially viable organization with a consistent source of revenue that provides exceptional value and resources to its members.

## THE POSITION

The Director of Marketing and Communications provides overall leadership and direction for the ADHA's strategic marketing, brand, content, digital, and communications strategies. This position reports directly to Ann Battrell, ADHA's Chief Executive Officer. Specific responsibilities include brand identity development; member recruitment and retention strategy; market research; website audit and evolution oversight; and shaping of all content priorities including the journal, social media, and digital communications.



The Director of Marketing and Communications serves as an essential member of the senior leadership team. Peer relationships include the Chief Financial Officer, Director of Advocacy, Director of Corporate Development and Institute for Oral Health, Director of Member Engagement, and Director of Education and Research.

A top priority for the Director of Marketing and Communications will be to help shape and build an internal marketing department. A search is currently underway for a marketing manager/content creator, and this Director will also have the opportunity to hire a marketing coordinator and a digital marketing or web specialist. Currently, ADHA's marketing is decentralized and managed by respective division leads in partnership with Synergy Creative, a creative and marketing consultancy that helps manage strategy and campaign development. The Director of Marketing and Communications will need to focus on building a modern, integrated marketing and communications program that reflects best practices in association marketing and communications, and operates in a collaborative, achievement-oriented environment built on strategic planning and data-driven metrics and analytics. There are many competing priorities to assess and organize to meet the demands of a changing profession post COVID-19.

This is an elevated position that has been created as the result of recommendations made after ADHA underwent a marketing communications assessment to examine organizational strengths, processes, and technology; and to highlight opportunities such as stronger brand management, content strategy, marketing innovation, and increasing the use of metrics and analytics. ADHA believes that these initiatives will better position the organization to increase membership, enhance membership value, and promote ADHA's high quality products and services.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Director of Marketing and Communications will achieve the following major objectives:

- Manage and oversee external creative/development partners and internal stakeholders through a successful in-process identity redevelopment and website overhaul that aligns well with ADHA's upcoming 100<sup>th</sup> anniversary year.
- Build, manage, and mentor a high-performing marketing and communications team.
- Develop and implement a comprehensive integrated marketing and communications plan



with clear goals and metrics for success, including a full communications audit and a re-prioritized strategy for new and existing initiatives.

- Build strong, mutually beneficial relationships among the senior team and ADHA staff and integrate well into its highly collaborative, family-friendly, results-driven culture.

## RESPONSIBILITIES

The Director of Marketing and Communications will have the following primary responsibilities:

- Provide visionary leadership with clear steps to create a robust marketing and communications program necessary to advance ADHA's strategic objectives, programs, and initiatives.
- Plan, develop, and implement an annual integrated marketing and communications plan to advance ADHA's brand and value, enhance member loyalty to ADHA, and help increase overall revenue.
- Build, lead, and inspire a high-performing marketing and communications team; conduct a team assessment to identify existing gaps and untapped skillsets; and nurture team members' growth and professional development.
- Based on the team assessment, create a Marketing and Communications staff team plan that meets ADHA's organizational goals.
- Develop and manage a comprehensive brand strategy, strengthen factors that drive differentiation, and serve as brand steward for ADHA.
- Collaborate with agency partners and vendors and provide oversight to ensure continuity, accountability, and achievement of ADHA goals.
- Help reshape the value proposition of ADHA in a post-COVID professional environment and craft a targeted content strategy to ensure maximum benefit to members.
- Oversee the development and distribution of ADHA print and digital communications, including all publications, marketing, sales tools, website, and social media platforms.
- Manage the divisional expense budget to maximize efficiencies and demonstrate ROI from marketing strategies.
- Collaborate with leadership team and advise CEO on key communications issues and support development of ADHA's thought leadership.



## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A deep commitment to ADHA’s mission and work for enhancing the public’s oral and overall health.
- A minimum of seven to ten years of senior-level leadership experience in marketing and communications, including expertise in marketing campaigns and digital marketing; familiarity with a national association/society comparable to ADHA would be an advantage.
- Recent experience leading compelling content marketing strategies, with a solid understanding of market segmentation for member acquisition, retention, and cross-selling, including familiarity with video, search engine and voice optimization, and social media platforms.
- Proven ability to hire, manage, motivate, and retain marketing and communications team that strives to achieve excellence and meet all goals.
- Excellent interpersonal communication skills with a persuasive ability, including strong written, verbal, and presentation skills.
- Demonstrated ability to bring critical and strategic thinking and marketing leadership to increase revenue and engagement goals, ideally for rapidly evolving, member-driven organizations.
- Independent, innovative, flexible, pro-active, and collaborative; a strong listener and solution-oriented expert with a good sense of humor who thrives in a fast-paced, team-oriented environment.
- Ability to work effectively with senior-level association executives, engaged members, volunteers, industry leaders, and trustees.
- Solid financial management skills with experience in budget analysis, forecasting, and a passion for data-driven results.
- Solid research and computer skills; proficient in Microsoft Office and CRM tools (preferably iMIS).
- A bachelor’s degree in marketing, communications, business, or a related field is desired.



## APPLICATION

ADHA has retained Campbell & Company to conduct this national search. The team for this project includes Dan Nevez, Vice President, and Joey Scheiber, Consultant.

ADHA offers a highly competitive salary, performance bonus, and a generous benefits package, including: coverage of approximately 80% of benefit costs for medical/prescription (50% for family); dental and vision insurance; flexible spending accounts for medical care expenses; a 401K match up to 6% with an automatic 2% employer contribution; two-days per week of telecommuting; fitness center; life insurance; long-term disability; employee assistance plan; a relaxed, family-friendly work environment; and a healthy work-life balance with a culture of self-care and self-improvement.

This position is based in ADHA's Chicago office with an option of working from a remote location.

To be considered for this opportunity, please send a letter of interest and resume to:

### JOEY SCHEIBER

Consultant, Executive Search

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ADHA is an equal opportunity employer.



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