AGB ASSOCIATION OF GOVERNING BOARDS OF UNIVERSITIES AND COLLEGES

JOB DESCRIPTION

Job Title:
Director, Member Engagement and Retention

Department:
Member Solutions

Reports to:
Vice President, Member Solutions

Effective Date:
November 2026

Job Summary:
The Association of Governing Boards of Universities and Colleges (AGB) seeks a proven, highly motivated, and results-driven Director of Member Engagement and Retention to lead efforts to deepen member relationships, increase engagement and utilization of AGB offerings, and strengthen membership retention.

This role requires an innovative leader with a demonstrated record of building strong relationships, achieving measurable goals, taking personal accountability for results, and leading effectively across an organization. The Director will bring energy, urgency, initiative, and a strong sense of ownership to AGB's member engagement and retention efforts.

The Director will lead a proactive, consultative approach to membership, developing trusted relationships with member institutions, understanding their governance challenges and needs, and connecting them with the right AGB resources, programs, expertise, and consulting services. The Director will also serve as a strong voice for members across AGB, bringing forward what they are hearing about member challenges, priorities, and emerging needs and rallying colleagues around innovative and effective solutions.

The successful candidate will be a collaborative, technologically adept, and solutions-oriented leader who sets ambitious goals, proactively identifies and solves problems, embraces new approaches and tools, follows through on commitments, and takes responsibility for outcomes. The Director will also lead and develop the member engagement and retention team and establish disciplined approaches to onboarding, ongoing engagement, renewal readiness, at-risk member intervention, and reengagement.

Duties/Responsibilities:

- Own AGB's member engagement and retention goals and results, proactively identifying performance gaps and taking action to address them.
- Develop and execute proactive strategies to increase engagement, retention, utilization, satisfaction, and perceived value of AGB membership.
- Build trusted relationships with presidents/CEOs, board professionals, general counsel, foundation leaders, and other key institutional stakeholders.

- Lead a consultative approach to member relationships, identifying governance needs and connecting members with appropriate AGB resources, programs, expertise, and consulting services.
- Create and continually improve the member journey, including onboarding, benefit activation, proactive relationship touchpoints, renewal preparation, reengagement, and at-risk member intervention.
- Identify early indicators of disengagement or renewal risk and take timely, effective action to strengthen relationships and improve retention.
- Develop strategies to deepen engagement across member institutions and expand relationships beyond a single institutional contact.
- Bring member challenges, priorities, needs, and emerging trends into AGB, identifying patterns and opportunities that should inform organizational priorities and offerings.
- Champion member needs across AGB, mobilizing colleagues and expertise across departments to develop and deliver innovative and effective solutions.
- Work across the organization to ensure member insights inform the continued evolution of AGB resources, programs, consulting services, and other offerings.
- Leverage CRM/AMS capabilities, technology, automation, data, and emerging tools to strengthen member intelligence, personalize and scale engagement, identify opportunities and risks, and improve team effectiveness and results.
- Establish and actively manage clear goals, KPIs, dashboards, and action plans, using data to drive decisions, accountability, and results.
- Partner closely with the Director of Member Growth to ensure effective transitions from prospect to member and identify opportunities for reengagement and growth.
- Lead, coach, motivate, and hold accountable a high-performing team, modeling the ownership, initiative, urgency, collaboration, and follow-through expected of others.

Required Skills/Abilities:

- Bachelor’s degree required; master’s degree preferred.
- Five-seven years of progressively responsible experience in membership, customer success, account management, constituent engagement, or a comparable relationship-management function.
- Demonstrated record of achieving measurable retention, engagement, satisfaction, or account-growth results and taking personal accountability for achieving goals.
- Demonstrated experience managing institutional or organizational relationships, preferably involving senior executives and multiple stakeholders.
- Strong consultative relationship-management skills, including the ability to understand member needs, identify opportunities, recommend appropriate solutions, and follow through.

- Experience developing and executing proactive engagement and retention strategies, including onboarding, relationship touchpoints, renewal preparation, reengagement, and at-risk account intervention.
- Proven ability to develop trusted relationships and communicate effectively with senior-level stakeholders and decision-makers.
- Demonstrated ability to lead and influence across an organization, build strong internal partnerships, mobilize colleagues around shared goals, and drive work to measurable outcomes.
- Innovative and solutions-oriented mindset, with demonstrated success translating member/customer insights into new approaches, improved offerings, or other actionable solutions.
- Strong technology capacity, including demonstrated ability to effectively leverage CRM/AMS platforms, automation, engagement tools, data, and emerging technologies to manage relationships, improve member engagement, identify opportunities and risks, and drive measurable results.
- Strong analytical skills and demonstrated ability to translate member data, engagement metrics, account histories, and other information into actionable strategies and priorities.
- Experience establishing and tracking KPIs related to retention, engagement, utilization, satisfaction, and relationship health.
- Excellent written, verbal, interpersonal, and presentation skills, including professional presence and judgment to engage senior leaders.
- Strong organizational and project-management skills, with demonstrated initiative, urgency, follow-through, and ability to manage multiple institutional relationships and priorities simultaneously.
- Experience supervising, coaching, motivating, and developing staff.

Preferred Qualifications

- Experience in membership associations, higher education, governance, customer/member success, or professional services.
- Experience working with presidents/CEOs, governing boards, board professionals, general counsel, and/or foundation leaders.
- Experience serving colleges, universities, systems, two-year institutions, and/or institutionally related foundations.

Success in the Role

Success will be measured by results: strong membership retention, deeper member engagement, greater member value and utilization of AGB offerings, improved relationship health, effective renewal readiness, and successful intervention with at-risk members.

The Director will take ownership of these results, know where performance stands against goals, identify gaps early, and act decisively to address them. The Director will also ensure that what AGB hears from members informs the organization, bringing

member challenges, needs, and opportunities across departments and championing innovative solutions and rallying colleagues to deliver them.

Ultimately, the Director will build stronger relationships, consistently deliver against ambitious engagement and retention goals, use technology and member intelligence to continuously improve how AGB serves its members, and help ensure members realize meaningful value from AGB and view membership as indispensable to effective governance.

AGB is a hybrid workplace. Applicants should reside in the District of Columbia, Virginia, or Maryland and within a reasonable commuting distance to downtown Washington D.C.

This position pays between $86,000-$130,000.

To apply, please send CV and cover letter to bbarcheski@agb.org