AGB ASSOCIATION OF GOVERNING BOARDS OF UNIVERSITIES AND COLLEGES

JOB DESCRIPTION

Job Title:
Vice President, Member Solutions

Department:
Member Solutions

Reports to:
Senior Vice President & Chief Marketing Officer

Effective Date:
November 2026

Job Summary:

The Association of Governing Boards of Universities and Colleges (AGB) seeks a highly accomplished, results-driven Vice President of Membership to lead membership growth, engagement, retention, and value. This is a critical leadership role requiring a proven membership executive with a demonstrated record of delivering measurable growth and revenue results. The Vice President will be accountable for expanding AGB's membership base, strengthening retention and engagement, and ensuring members understand, utilize, and realize the full value of AGB membership.

AGB serves governing boards of public and independent colleges and universities, university systems, two-year institutions, and institutionally related foundations. The Vice President must be highly effective working with presidents/CEOs, governing boards, and other senior executives. Experience engaging general counsel is particularly valued, as they frequently advise or directly support governing boards and play an important role in strengthening governance and reducing institutional risk.

This is not a transactional membership role. The Vice President will lead a consultative, advisory approach, diagnose member needs and connect institutions with the right AGB resources, programs, expertise, and consulting services. The successful candidate will bring strong business discipline, exceptional relationship skills, a sense of urgency, and a relentless focus on results.

Duties/Responsibilities:

- Own AGB's membership growth, retention, engagement, and dues revenue strategy and results.
- Develop and execute growth strategies across AGB's markets, with particular focus on high-potential and underpenetrated segments.
- Translate annual membership and revenue goals into clear quarterly, monthly, team, and individual targets and actively manage performance against them.

- Build and manage a disciplined prospect pipeline and effective strategies for acquisition, renewal, at-risk members, and former-member reengagement.
- Lead a proactive, consultative membership model focused on understanding member needs and connecting them with AGB resources, programs, events, expertise, and consulting services.
- Ensure members understand and utilize the full breadth of AGB membership benefits and recognize a clear return on their investment.
- Serve as a senior relationship leader with presidents, chancellors, board chairs, trustees, board professionals, general counsel, foundation executives, and other senior leaders.
- Deepen relationships with general counsel, particularly those who also serve as the institution's board professional and senior governance advisor.
- Develop strategic partnerships with higher education associations and other organizations that expand AGB's reach and create membership opportunities.
- Represent AGB at relevant conferences and sector convenings.
- Work across AGB to ensure member needs and market insights inform the evolution of programs, resources, consulting services, and other offerings.
- Lead, develop, and hold accountable a high-performing membership team with clear goals, metrics, and a culture of urgency and results.

Required Skills/Abilities:

- Bachelor's degree required. Master's degree is strongly preferred.
- Minimum of 12-15 years of progressively responsible experience in membership, association management, business development, client/member success, professional services, higher education, or a related field, including significant leadership responsibility.
- Demonstrated record of achieving measurable membership growth, retention, and revenue results.
- Proven experience owning significant annual goals and translating them into measurable team and individual targets.
- Demonstrated success building and managing a prospect pipeline and driving acquisition and retention.
- Significant experience developing trusted relationships with presidents, CEOs, governing boards, or comparable senior executives.
- Strong consultative skills and demonstrated ability to diagnose needs and connect them with appropriate solutions.
- Proven ability to build and lead high-performing, accountable teams.
- Strong executive presence, communication skills, and ability to influence and collaborate across an organization.

- Demonstrated ability to use data and performance metrics to drive decisions and results.
- Ability and willingness to travel as needed.

Preferred Qualifications

- Experience in membership associations, governance, or professional services serving colleges and universities.
- Experience working with presidents/CEOs, chancellors, governing boards, board professionals, general counsel, and/or foundation leaders.
- Demonstrated success developing external partnerships that generate membership or business opportunities.

Success in the Role

Success will be measured by results: membership and dues revenue growth, strong retention, a healthy prospect pipeline, deeper member engagement, greater member value and utilization of AGB offerings, and growth in priority segments.

The Vice President will also work across AGB to build a disciplined, organization-wide approach for identifying and evaluating member needs and connecting those needs to the right solutions, whether through AGB resources, programs, consulting services, or new and evolving offerings. This includes creating clear processes for capturing member insights, mobilizing the right expertise across AGB, and ensuring AGB's offerings continue to evolve in response to member needs.

AGB has a strong brand and growing visibility across higher education. The Vice President of Membership will translate that momentum into membership growth, deeper engagement, stronger retention, and greater member value, ensuring institutions view AGB 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 $124,000-$186,000.

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