

EXECUTIVE POSITION PROFILE




VP, Engagement & Membership American Geophysical Union



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I. Opportunity

Scope of the Position

The VP, Engagement & Membership, is a new leadership position that will play a pivotal role in advancing AGU's vision "to galvanize a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future."

In collaboration with the AGU senior management team and staff, as well as volunteer leaders, the VP will expand meaningful engagement opportunities for AGU members and the broader Earth and space science community, and those in allied and applied fields.

Reporting to the Sr. VP, Marketing, Communications & Engagement, the VP, Engagement & Membership works closely with the marketing, strategic communications, and Eos.org teams as well as AGU's meetings, publications, professional development programs and others to make engagement a central part of AGU's culture and operations – collaborating to translate vision and high level strategies into collective action.

Essential Responsibilities

- Serves as the staff lead of an enterprise team that is implementing a new affiliation and engagement model and vision, and works to facilitate and align AGU programs and services in support of the new vision and goals.
- Develops strategies and oversees operational support for formal and informal AGU groups and communities. This includes developing processes, protocols, systems, and measures of success for enabling both formal and informal affiliations that align AGU's programs with individual and community preferences.

Additionally, the VP oversees AGU's support for the operations of the 23 broad, science discipline-based groups that make up the Earth

and space sciences, currently known as Sections & Focus Groups.

- Leads the membership program, including the evolution of a membership philosophy and development of a new strategy that will align with the Affiliation & Engagement vision and direction, by re-defining and repositioning the program to align with that new direction, and growing the value of association with AGU.
- Leads and evolves AGU's Honors & Recognition program, working with volunteer leaders and staff to ensure its continued prestige, while growing its relevance and impact through new efforts such as the anticipated College of Fellows.
- Serves as a team member of the Digital Transformation Initiative to help ensure that the development of AGU's digital presence over the next several years aligns with and supports the affiliation and engagement vision.
- Collaborates with volunteer leaders, and with other science societies, private and non-profit partners as needed.
- Other duties as assigned.

Experience

- Minimum of five years in a leadership or senior management role including responsibilities spanning activities such as strategic planning, vision and value proposition creation, management and development of talent/staff, budget management and revenue development.
- Bachelor's degree with 12+ years of related professional experience in non-profits, associations and/or for-profit organizations that rely on high engagement.

- Strong experience and a proven track record in building community and enabling multiple paths for engagement among groups and between individuals.
- Significant experience managing stakeholder groups, including service as a liaison with governing groups.
- Experience leading complex projects with mixed internal teams, as well as background in managing change.
- Experience leading a large membership program; international experience is a plus.
- Experience in knowledge intensive organizations is a plus.

Qualifications

- Strategic thinker with high capacity to translate vision into plans, actions and operations.
- Ability to be exploratory, adaptive and resilient, and comfortable managing change and ambiguity.
- Deep knowledge of membership and engagement models – and both traditional and cutting-edge tools.
- Ability to analyze and identify trends from data and research, particularly as it relates to engagement, membership and digital performance.
- Demonstrated knowledge of digital platforms, services and culture, as well as background developing user experiences that meet audience/community needs.
- Persuasive and engaging verbal and written communications skills, and the facility to communicate comfortably and effectively with scientists, vendor partners and staff at all levels.
- Ability to exercise tact and diplomacy, and the ability to prevent, diffuse or manage charged situations. Ability to perform responsibilities with composure under the stress of deadlines/requirements for accuracy and quality and/or fast pace.

- Demonstration of a strong record of personal and organizational achievement with bottom line accountability.
- Ability to maintain high level of confidentiality.

Essential Values

- **Accountability: Own it**
Takes personal responsibility for the things that go right and the things that go wrong.
- **Excellence: Give your all**
Develops and implements systems, processes and approaches that continually anticipate and exceed the expectations of AGU customers.
Projects, communicates, and inspires a positive understanding of and support for the AGU mission, vision, and strategic plan.
- **Integrity: Do the right thing**
Acts in an ethical manner in words, deeds and actions; demonstrates commitment and care to colleagues, members and customers.
- **Member & Customer Service: Members & Customers first**
When problems do arise, takes responsibility to make things right.
- **Respect: Earn it and give it**
Creates and encourages a learning environment among AGU staff.
Empowers staff to make decisions consistent with their level of authority.
Demonstrates fairness and respect working with diverse cultures and personalities.
- **Teamwork: Together everyone achieves more**
Establishes, promotes, and facilitates a team oriented environment focused on continuous improvement.
Seeks and maintains strong interdepartmental interactions, both formal and informal and ensures the actions of the MCE department actively support the strategies and activities of other departments and AGU overall.

II. Organizational Overview

The Organization

The American Geophysical Union is an international not-for-profit, scientific organization representing nearly 60,000 members in 139 countries.

AGU is governed by a partnership of volunteer leaders and staff, in service of the Earth and space science and AGU members worldwide. The strategic plan, developed by volunteer leaders in 2010, sets the direction and drives the work of AGU. The Board of Directors is responsible for business, organizational and legal affairs of AGU. The Council, consisting of leaders who represent the breadth of AGU sciences and members, oversees the scientific affairs of AGU. AGU staff develop and execute strategies to manage the organization, partnering with the Board and Council to advance and implement the strategic plan. Members volunteer on committees and task forces, serve as editors and reviewers, and participate in meeting presentations, and all play a vital role in strengthening AGU for the future.

The primary leaders of AGU are the AGU President, who chairs the Board; the AGU President-elect, who chairs the Council; and the Executive Director/CEO who leads the staff. All three participate in Board and Council meetings to ensure consistency, continuity and communication.

AGU At a Glance

- 60,000 Members
- 20 Journals
- 24,000 Fall Meeting Attendees
- \$36 million annual budget
- 140 staff
- 4–10 Annual Conferences
- 8–10 Annual Congressional Briefings
- Over 250,000 social media followers

AGU Vision

AGU galvanizes a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future.

AGU Mission

The purpose of the American Geophysical Union is to promote discovery in Earth and space science for the benefit of humanity.

Strategic Plan

AGU's strategic plan sets the direction for the organization and drives the work of the Board, Council, other volunteers and staff. Each Board and Council agenda item is linked to the strategic plan, and the plan is supported by AGU's annual budget and operating plan as well as a multiyear plan approved by the Board of Directors.

AGU's strategic plan includes our mission and core values, our vision and envisioned future, and four strategic goals, supported by 28 strategic objectives. In 2010, member and staff leaders identified the eight top priority objectives of the plan. Each year, AGU publishes an annual report outlining how the strategic plan is being implemented.

Visit sites.agu.org/leadership/strategic-plan/ to learn more.

What We Do

AGU is a leader in the scientific community with an eye for innovation, rigor and interdisciplinary focus related to a wide range of critical global issues. We publish 20 world-renowned scientific journals on a broad array of topics, and our digital library includes nearly 70,000 articles dating as far back as 1896. Each

year we host between four and ten conferences—including the leading annual meeting of over 24,000 scientists from around the world—designed to promote the dissemination of scientific research to a wide variety of audiences, drive the advancement of science and innovation, inform policy, and facilitate essential collaboration between researchers and other stakeholders in the public and private sectors.

Why Our Science Matters

Throughout history, communities, regions, and nations around the globe have reaped the benefits that come from investing in scientific research and development. Companies that employ tens of thousands of people and contribute tens of billions of dollars to the global economy were born from a single research grant. Technologies that represent the first line of defense against hurricanes, tornadoes, floods and droughts for hundreds of millions of people

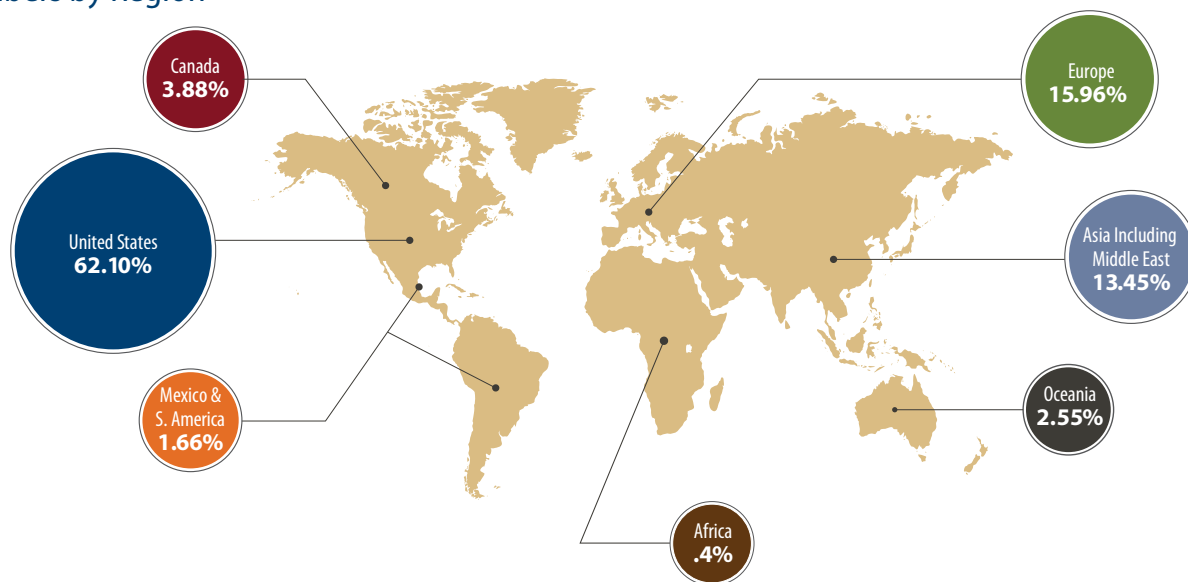
worldwide are the result of the type of scientific innovation that is fostered in labs every day.

Our members work for universities, research institutions, and federal, state and local government agencies, as well as corporations and non-profit organizations. Their research encompasses everything from:

- searching for and managing natural resources like energy and water
- predicting why, when, and how natural and man-made hazards and disasters will impact our communities and developing ways to warn and protect us
- studying the causes and impacts of climate change and finding ways for us to mitigate and adapt to them
- understanding how the Earth, oceans, heliosphere, solar system and exouniverses work and what it means for our past, and our future.

AGU Membership

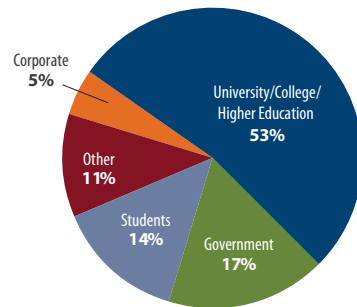
Members by Region



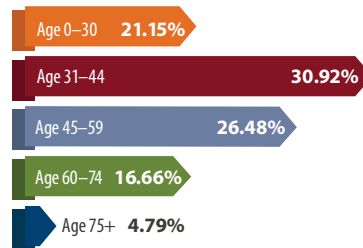
Primary Section or Focus Group (% of Total Members with a Scientific Affiliation)

Atmospheric Sciences 14.79%	Global Environmental Change 3.99%	Mineral and Rock Physics 1.54%
Hydrology 12.30%	Planetary Sciences 3.84%	Geomagnetism, Paleomagnetism and Electromagnetism 1.49%
Ocean Sciences 11.40%	Earth and Planetary Surface Processes 3.71%	Near Surface Geophysics 1.37%
Biogeosciences 7.03%	Paleoceanography and Paleoclimatology 3.25%	Societal Impacts and Policy Sciences 0.93%
Space Physics and Aeronomy 6.84%	Cryosphere Sciences 2.71%	Study of the Earth's Deep Interior 0.76%
Volcanology, Geochemistry, and Petrology 6.81%	Geodesy 1.98%	Atmospheric and Space Electricity 0.57%
Seismology 6.03%	Earth and Space Science Informatics 1.78%	Nonlinear Geophysics 0.45%
Tectonophysics 4.69%	Natural Hazards 1.73%	

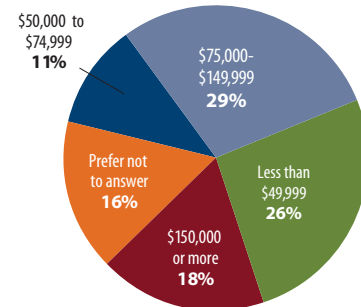
Work Setting



Members by Age



Household Income



AGU Officers (Executive Committee)

- **Eric A. Davidson**
President
- **Louise Pellerin**
General Secretary
- **Robin Elizabeth Bell**
President-elect
- **Margaret Leinen**
Past President
- **Susan Webb**
International Secretary
- **Christine W. McEntee**
Executive Director/CEO

Web Presence

The AGU has an extensive online presence, starting with its main website at: sites.agu.org, which will soon be re-envisioned and re-created as part of the Digital Transformation Initiative now underway.

Visit [Eos.org](https://eos.org), AGU's Earth and space science news and information site to see the first online product that was re-created through that effort.

AGU is active on many social platforms:

- Facebook.com/AmericanGeophysicalUnion
- Twitter.com/theAGU
- Blogs.agu.org
- YouTube.com/user/AGUvideos
- Instagram.com/americangeophysicalunion
- AmericanGeophysicalUnion.tumblr.com
- Linkedin.com/company-beta/34481

III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches pages on our website at: www.vettedolutions.com.



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