

Operational Director at the National Fireworks Association (NFA)

The National Fireworks Association is seeking a dedicated and proactive individual to join our team as an Operational Director. This role is essential in building and maintaining the NFA brand, managing member relations, and ensuring smooth operations for our events and communications.

Brand and Membership Promotion:

- Spearhead efforts to build and enhance the NFA brand through routine (weekly) social media posts on platforms such as Facebook, Instagram, Twitter, YouTube, and other relevant channels. (This task can be collaborated with a social media specialist if applicable)
- Promote NFA membership and expand membership rolls by actively seeking and suggesting new member sources.
- Attend relevant pyrotechnic events (example... PGI, Cobra Con, etc..) and represent the NFA with a promotional booth/table if applicable with approval of the board of directors.
- Work alongside other industry publications (such as American Fireworks News) to submit industry updates on behalf NFA membership

Member Communication and Management:

- Serve as the primary point of contact for all NFA members, ensuring a positive and efficient communication experience.
- Manage member accounts using NFA's chosen platform (currently using MC Pro) ensuring all data is accurate and up to date.
- Handle all incoming emails and phone calls, addressing requests and routing other inquiries to the appropriate board members and NFA peers.
- Oversee all outbound email communications for routine announcements and organize member communication strategies.
- Ensure prompt membership renewals by maintaining thorough and regular communication with members.
- Primary Contact communicating with the international members.
- Create and maintain annual calendar for the operation of the organization.
- Attend and report at regular Board of Directors meetings.
- Create and publish 6 annual newsletters, and the annual Expo guide.
- Actively seek advertisers as revenue streams for newsletters and sponsorships.
- Maintain member accounts via chosen media (currently MC Pro) to reflect proper invoicing and payment posting.
- Follow up weekly on delinquent accounts and report accounts greater than 30 days past due to the Treasurer.
- Keep all membership statuses current, review weekly.
- Collaborate and attend committee meetings to insure they are meeting goals set forth.
- Build and execute a revenue plan for the year with a clear definition of areas of growth, how to achieve them, and then to track and report in each meeting where we stand on this goal.
- Build and execute an annual operating plan for each year including defined milestones and accountability on individuals based on their roles.
- Create a visibility tool for the above revenue and operational plan (e.g. shared excel file, Monday.com, or some other planning software)

Regulatory Monitoring & Reporting

- Staying current on regulatory standards, and collaborating with government affairs and committees and reporting to the membership.
- Minimum quarterly meetings with NFA lobbyist, reviewing possible bills, outreaches current possible obstacles for the fireworks industry
- Set up in-person & zoom meetings for government agencies to meet with NFA Board.
- Possible travel required to meet with local and National government agencies.

Event and Trade Show Organization:

- Collaborate with other NFA board members on trade show logistics, including organizing trade show layouts, seminar speakers, hotel reservations etc.
- Collaborate with Committee chairs on tasks/goals at hand before, during and after the Expo.
- Process member registrations for the NFA's conventions.
- Work with the Safety director on all processes involved with product demonstrations
- Be on-site and actively involved at all conferences.
- Review and update current RFP letter with Board of Directors to accept bids for future Expo's
- Preparing reports and submitting proposals of bids for protentional Expo locations, venue and demo shoot sites to the Board of directors

Website and Content Management:

- Update the NFA websites (nationalfireworks.com & saveourfireworks.com) with routine announcements, expo content, and other pertinent information.
- Manage and curate content for the NFA's social media channels, ensuring relevance and consistency.
- Collaborate with Social Media Specialist/Content Creator to produce current news and announcements.

Innovation and Growth:

- Actively suggest improvements in both processes and technology to enhance efficiency and member communication.
- Generate and implement ideas for growth, focusing on new member acquisition and enhanced member engagement.
- Create Strategic Planning timeline of Goals with Collaboration of NFA Board of Directors.
- Collaborate with other Associations within the Industry (travel may be required)

Qualities and Skills Required:

- Strong communication and interpersonal skills, with the ability to manage both member relations and administrative functions.
- Proficiency in adapting to CRM platforms (currently use MC Pro) and experience in social media management and content creation.
- Highly organized with attention to detail in managing projects simultaneously.
- Proactive in identifying opportunities for organizational growth and improvement.
- Commitment to promoting a positive, approachable image to all NFA members.