

EXECUTIVE POSITION PROFILE




Executive Director

AMERICAN ACADEMY
AAML
OF MATRIMONIAL LAWYERS

This search is being conducted by:

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I. Opportunity

Scope of the Position

The American Academy of Matrimonial Lawyers (AAML) is seeking an accomplished individual to serve as executive director with demonstrated success in driving growth, managing key relationships, building and representing a brand, and overseeing operations. The executive director will be responsible for the overall strategic, operational, and financial well-being of the association. S/He will work closely with the AAML Executive Committee to implement and manage all policies, programs, services and practices for the Academy. Success will be measured by one's ability to provide strategic leadership, deliver service excellence, grow membership, and create meaningful value for AAML's members.

Headquartered in Chicago, IL, the association has an annual operating budget of \$2 million, a staff of four, and approximately 1,650 members.

Experience and Qualifications

- Bachelor's degree and at least five years of executive leadership
- Success in developing and maintaining key industry and association relationships
- Proven track record in growing an organization, its membership or its non-dues revenue
- Demonstrated experience in change management
- Strong communication skills, including the ability to persuade, to build excitement, and to clearly articulate the value and strength of the Academy to its various stakeholders and public
- Hands-on experience in financial management, including budget preparation, monitoring, analysis, and reporting
- Knowledgeable of how to utilize technology, including social media and association management systems
- Experience with developing educational content/programming and/or marketing communications preferred

Key Responsibilities

The Executive Director will partner with the AAML President and the Executive Committee to focus on the following critical areas:

Communications/Membership/Revenue

- Develops marketing and communication plans for AAML membership, meetings, publications, and programs
- Enhances AAML's image as a relevant and effective organization to both internal and external audiences



- Serves as AAML spokesperson when appropriate
- Reimagines the association's approach to membership engagement, promotion and retention
- Ensures that AAML meetings are relevant, well-run, and market-priced, with cutting-edge educational offerings as well as opportunities for networking and fellowship
- Attends relevant conferences and trade shows to increase AAML's industry visibility



Governance

- Codifies all policies created by the board and establishes written procedures to support those policies
- Ensures new board members have organization and orientation materials that allow them to function as effective board members and stewards
- Attends board meetings, maintains minutes and policies and procedures manual, and distributes materials in timely manner

Operations

- Creates employment and administrative policies that ensure an effective and inclusive office environment
- Hires, retains, and supervises top-tier staff and contractors

- Oversees the annual budget, advise board on financial performance, and ensure the continued fiscal health of the association
- Ensures IT is fully leveraged in all aspects of the association's work
- Manages AAML website

Measures of Success

The specifics regarding measures of success, including metrics, will ultimately be agreed upon by the candidate and the AAML Executive Committee. At the close of the Executive Director's first year, the Board of Governors would expect the following:

- A robust strategic plan is being implemented that includes a review of the association's approach to membership, increased profitability of meetings, and monetization of educational content
- A dynamic staff structure is in place
- The association is increasing its relevance within the profession it serves
- The board, staff and executive director work closely in a proactive, collaborative manner



II. Organizational Overview

About AAML

The American Academy of Matrimonial Lawyers was founded in 1962, by highly regarded domestic relations attorneys “to provide leadership that promotes the highest degree of professionalism and excellence in the practice of family law.” There are currently more than 1650 Fellows across the country.

Academy Fellows are highly skilled negotiators and litigators who represent individuals in all facets of family law. These areas include divorce, annulment, prenuptial agreements, postnuptial agreements, marital settlement agreements, child custody and visitation, business valuations, property valuations and division, alimony, child support and other family law issues.

To be represented by a Fellow of the American Academy of Matrimonial Lawyers is to be represented by a leading practitioner in the field of family law. The 1650 AAML Fellows across the United States are generally recognized by judges and attorneys as preeminent family law practitioners with a high level of knowledge, skill and integrity. Academy Fellows enjoy a reputation for professionalism, competence and integrity.

Mission

Promoting professionalism and excellence in the practice of family law.

AAML Conferences

AAML Institute for Family Law Associates
June 21-23 – Chicago, IL

A comprehensive Introductory training program has been specially developed for associates with approximately 1–3 years of experience. Space is limited to the first 40 registrants in order to maintain a small and intimate class size with the Institute's faculty members and experts. For 2018, there will

also be an Advanced program, designed for associates with 3 or more years of experience (in addition to Introductory Program graduates), focusing on business valuation issues.

AAML Arbitration Training
June 23–25 —Chicago IL

AAML Annual 2018 Meeting
November 7–10 —Chicago IL

AAML Annual 2019 Mid-Year Meeting
March 11–15, 2019 —Riviera Maya, Mexico

AAML Board of Governors

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Web Presence

www.aaml.org

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.

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