



School Nutrition Association

Vice President, Education & Conferences

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Solutions**

A PASSION FOR PURPOSE

Position Overview

The Vice President (VP) of Education & Conferences reports to the Chief Executive Officer (CEO) and is responsible for increasing the value and relevance of SNA by advancing the association's professional development offerings. The VP oversees the meetings team who manage logistics for all of SNA conferences, including the Annual National Conference (ANC) and trade show; three medium size meetings – School Nutrition Industry Conference (SNIC), Legislative Action Conference (LAC) and National Leadership Conference (NLC); and smaller meetings such as Board of Director meetings, Committee Days, Patron Meeting, and Industry Boot Camps.

The VP also serves on the Annual National Conference (ANC) and School Nutrition Industry Conference (SNIC) Advisory Committees. The VP supervises a staff of 8 including the Director, Meetings & Conferences, Director, Professional Development and Research Manager.

Position Responsibilities

Professional Development & Professional Standards

- Develops and implements strategies to grow SNA's and SNF's education and professional development offerings to benefit SNA members.
- Oversees all educational programming for SNA conferences including general sessions, call for proposals, keynotes, pre-conferences, etc. and develops innovative content/formats for use in educational events.
- Oversees strategies for maximizing educational opportunities from conferences and meetings to reach SNA members following the meeting.
- Fosters relationships with speakers and searches for potential speakers on a multitude of topics related to school nutrition. Conducts thorough review of potential speakers including reference checks, applicability to audience and available budget.
- Oversees development and implementation of key sponsor-funded and government funded educational programming including 4-year USDA-funded L.E.A.D. to Succeed training grant.
- Oversees the alignment of educational programming with USDA Professional Standards to help school nutrition professionals meet requirements.
- Oversees the management of SNA's Learning Management System to enhance member benefits through relevant professional development offerings and seeks new training methods and trends in education to apply to SNA educational offerings.
- Oversees all SNA webinar programming including planning, calendar and evaluation for program improvement.
- Oversees the development and updating of the SNS preparatory materials/courses and processes to ensure SNS exam prep materials are always current.

SNA Meetings, Conferences, and Exhibits

- Working with SNA leadership and the CEO, develops business plans for SNA meetings and conferences to meet revenue goals and provide a positive experience for attendees.
- As Staff Liaison for various meeting and conference planning committees, provides advice and counsel to the Chair and committee members, and oversees the preparation of agendas and materials for committee meetings and follows up on actions from meetings.

- Oversees the execution of meeting logistical planning activities including registration, housing, food and beverage specifications and services, security, transportation, meeting room set up, audio visual support, temporary staffing services, special events, shipping, and speaker logistical support.
- Oversees projections, tracking, and analysis of revenue and expenses for all conferences and sponsorships.
- Oversees contract negotiations with meetings service providers, including audiovisual and show decorator companies.
- Collaborates with the MarCom & Industry Relations Center on marketing plans, including traditional and social media, to promote attendance at meetings and on programs and other materials for meeting attendees.
- Oversees the planning for and logistical execution of the exhibit hall at ANC and tabletop exhibits at SNIC.

Research

- Oversees development of annual research plan and priorities based on need for research data needed for advocacy, member services and trends analysis.
- Oversees implementation of all primary and secondary market research projects, including member research and tracking of school foodservice trends.
- Presents key marketing, professional development, membership and research information at SNA national and state conferences, on webinars and at other meetings, as requested.

Revenue Generation and Budget Management

- Identifies new ideas, products, or services for SNA to pursue as potential revenue sources in the areas of professional development.
- Collaborates with the School Nutrition Foundation and MarCom & Industry Relations Center to pitch and develop sponsored campaigns to support SNA professional development activities.
- Responsible for annual Center budget, including detailed accurate projections and planning for revenue and expenses; tracks data monthly, alerts CEO and Vice President Finance & Administration of any issues or concerns that may impact revenue and expense goals; tracks historical experience data; and meets budget goals.
- Works with team to establish and meet or exceed annual revenue targets.

Leadership

- Participates in and provides preparatory materials for Board of Directors sessions.
- Maintains confidentiality on all sensitive and proprietary matters, in accordance with association policy and as directed by the CEO.
- Coaches, trains and evaluates staff to deliver programs and services to meet strategic plan goals.
- Stays current in association and non-profit trends in areas of responsibility; makes recommendations to CEO for changes or updates.
- Manages areas of responsibility to reflect understanding and sensitivity to the importance of broader association issues and concerns beyond immediate area of responsibility.
- Represents CEO with members, SNA leadership, allied organizations and other stakeholders, as requested.

Experience and Qualifications

- A Bachelor's degree or equivalent work experience, CAE preferred.
- 10 + years of relevant experience developing and delivering adult education programs.
- Deep knowledge of adult learning principles – theory, design and facilitation skills.
- Experience developing, marketing and managing in-person, virtual and hybrid conferences and meetings.
- A business and analytical mind-set that results in maximizing positive financial returns for successful events and ability to manage, optimize and allocate current resources to generate new sources of revenue.
- A strong and evident commitment to diversity, equity and inclusion, including ensuring diversity is considered in all program content development.
- Strong organization, time and project management skills. Experience and track record of managing competing priorities within deadlines and on budget.
- Excellent interpersonal skills and ability to cultivate an atmosphere of collaboration, integrity, diversity and respect.
- Superior communication skills (written and oral), including the ability to effectively communicate with internal and external constituents.
- Well-developed staff management skills.
- Demonstrated ability to work collaboratively and effectively across departments, with volunteers, partners and external organizations,

About the School Nutrition Association

The School Nutrition Association is a national, nonprofit professional organization representing nearly 50,000 members who provide high-quality, low-cost meals to students across the country.

Core Purpose

Well-nourished students, prepared to succeed.

Vision

Every student has access to nutritious meals at school, ensuring their optimal health and well-being.

Mission

We empower and support school nutrition professionals in advancing the accessibility, quality and integrity of school nutrition programs.

Digital Presence

Web <https://schoolnutrition.org>

Facebook <https://www.facebook.com/SchoolNutritionAssociation>

Twitter <https://twitter.com/schoolnutrition.org>

Instagram <https://www.instagram.com/schoolnutritionassoc/>

LinkedIn <https://www.linkedin.com/company/school-nutrition-association>

Vimeo <https://vimeo.com/schoolnutrition>

Vetted Solutions

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Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

For confidential consideration, please email your resume and cover letter to: SNAVPECsearch@vettedsolutions.com or call +1 202 544 4749.

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