



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

MANAGER, STUDENT DEVELOPMENT

Job Description

Job Title:	Manager, Student Development		
Department:	Membership Engagement & Operations		
Reports to:	Vice President, Member & Chapter Relations		
Job Level:	Manager	Job Category:	Regular Full-time
FLSA Status:	Exempt - Administrative	Job Location:	HQ
Job Number:	#####	Effective Date:	Fall 2025

Position Summary

The Student Development Manager drives the growth and engagement of student members across the Association. This role oversees student programs, CMAA Student Chapter support, and industry engagement initiatives that cultivate the next generation of club management leaders. The position builds strong partnerships with academic institutions, student leaders, faculty advisors, club professionals, and industry stakeholders to increase awareness of club management career paths and expand participation in CMAA programs and resources.

Key Responsibilities

- Contribute to the Association's strategic initiatives by aligning student programs with workforce development goals and the broader member pipeline.
- Develop, manage, and grow student membership and engagement programs, including recruitment, onboarding, retention, and recognition efforts.
- Serve as the primary liaison to current and prospective student members and Student Chapters, university faculty advisors, and academic partners.
- Partner with CMAA team members and national committees to design initiatives that showcase club management as a rewarding career path; facilitate student engagement and exposure to industry leaders through mentorship, panels, site visits, and networking opportunities.
- Plan and execute student-focused programming at national events as well as virtual learning opportunities throughout the year.
- Leverage digital platforms, social media, and online communities to foster year-round student engagement and networking.
- Support and promote student-related programs, including the Verified Internship Program and the Faculty Development & Immersion Program.
- Support and promote CMAA's student awards and The Club Foundation's scholarship programs, including communications, selection processes, and recognition.
- Support students in their transition from academic programs and student membership to internships, entry-level employment, and professional membership.

- Collaborate with faculty advisors and career services offices to position club management as a viable and attractive career choice; coordinate outreach to hospitality programs, career centers, and internship directors to raise awareness and create new engagement channels.
- Collaborate with marketing and communications teams to promote student initiatives and success stories; work with the web design team to ensure student-related content is current.
- Maintain accurate records of students, Student Chapters, contacts, and activity.
- Track program metrics and outcomes to evaluate success and recommend improvements.
- Stay current on trends in student engagement, higher education, and hospitality workforce development.
- Travel occasionally to CMAA conferences/events, Chapter events, and campus visits.
- Perform other Association and department duties as assigned.

Competencies

To perform the job successfully, an individual should demonstrate the following:

- **Communication** – Communicates clearly and effectively in both verbal and written forms. Listens actively, shares information appropriately, and adapts messages to diverse audiences and formats.
- **Professional Communication & Project Management** – Produces clear, accurate, and professional reports, correspondence, and procedural materials. Demonstrates strong editing and proofreading skills. Effectively presents information to staff, members, and the public. Plans, organizes, and manages multiple projects with attention to detail and timely completion.
- **Customer Service** – Provides responsive, courteous, and professional service to members, students, and colleagues. Anticipates needs, manages challenging situations with diplomacy, and follows through on commitments.
- **Teamwork** – Contributes to a positive team culture by valuing diverse perspectives, welcoming feedback, and supporting collective goals above individual interests.
- **Problem Solving** – Identifies issues quickly, gathers and analyzes information, develops creative solutions, and collaborates with others to resolve challenges.
- **Adaptability** – Maintains effectiveness in changing environments, demonstrates persistence in overcoming obstacles, and takes calculated risks to achieve goals. Recognizes and acts on opportunities for improvement.
- **Continuous Learning** – Seeks opportunities for professional growth, applies feedback constructively, and shares knowledge to support team and member development.

Qualifications

Required:

- Bachelor's degree in hospitality, education, association management, or a related field.
- 2-4 years of professional experience in student relations, association management, career services, or club/hospitality programming.
- Proven project management and organizational skills, with the ability to manage multiple priorities and deadlines.
- Confident communicator, relationship builder, and public speaker, with strong interpersonal skills.
- Demonstrated commitment to professionalism, attention to detail, and continuous learning.

Preferred:

- Knowledge of student development models and generational learning styles, with the ability to

- apply them in programming.
- Proficiency in Microsoft Office and CRM/AMS platforms; experience with virtual learning platforms is a plus.
- Passion for supporting emerging professionals and building inclusive pathways into the club and hospitality industry.

Hybrid Work Schedule

Team members work three days per week in CMAA's Alexandria, VA office and two days remotely. CMAA has a designated *core day* when in-person attendance is required; if you are unable to be in the office on that day, PTO must be used. CMAA reserves the right to adjust the designated core day and/or the required number of in-office days.

Benefits

CMAA provides a comprehensive benefits package, including health insurance, life insurance, and 401(k) matching.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Appointees will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Founded in 1927, the Club Management Association of America (CMAA) is the largest professional association for club management professionals with more than 8,100 members. Our members contribute to the success of more than 2,500 country, golf, athletic, city, faculty, military, town, and yacht clubs. CMAA advances the profession of club management by fulfilling the educational and related needs of its members by providing state-of-the-art educational programs; representing the members to allied associations, club members, and a broader public; and providing unique information and resources that increase member performance and career potential.