



<b>Title:</b>	<b>SENIOR DIRECTOR OF CATALYST SOLUTIONS GROUP</b>
<b>Team:</b>	<b>Catalyst Solutions Group</b>
<b>FLSA Status:</b>	<b>X Exempt <input type="checkbox"/> Non-Exempt</b>
<b>Reports To:</b>	<b>Chief Executive Officer</b>
<b>Supervises:</b>	<b>Event Manager(s); Account Executive(s); Program, Marketing, and Communications Coordinators</b>

The Senior Director of Catalyst Solutions Group is a key leader within Fusion Learning Partners, responsible for ensuring exceptional client experiences, advancing the success of Fusion's association and event management portfolio, and strengthening the systems that support high-quality service delivery across the Catalyst Solutions Group division. This role provides senior-level oversight of client account management and event management services while building the systems, practices, and team capacity that enable consistent, high-quality delivery across all client engagements.

The Senior Director serves as a senior account executive for assigned association and program clients, guiding strategic planning, member value initiatives, events, and operational execution in alignment with client goals and Fusion's mission. The role also provides leadership for Catalyst Solutions Group staff, setting clear expectations, supporting staff performance, ensuring the health of their client relationships, and fostering a culture of accountability, quality, and continuous improvement.

In addition, this position plays a central role in advancing Fusion's organizational strategy and growth. The Senior Director assists CEO and other senior leaders with business development through evaluating prospective clients, contributing to proposals, and representing Fusion in the professional community. The position also develops and strengthens cross-client processes, tools, and best practices that enhance service delivery and scalable growth for the Catalyst Solutions Group.

## **POSITION EXPECTATIONS**

- Be proactive, take ownership and be accountable.
- Be adaptable, positive, innovative, and productive with a high degree of initiative.
- Be communicative, collaborative and relationship-focused in approach, by demonstrating excellent interpersonal and customer service skills.
- Have a growth mindset - think and act like an entrepreneur.
- Develop and implement ideas and programs — conduct or carry out procedures and activities to improve programs or products.
- Ask for help when needed, be open to constructive feedback and share ideas for improvement.
- Work independently as well as collaboratively within a team environment.

- Be resourceful – obtain and learn information needed to do the job from all relevant sources, demonstrating an ongoing commitment to and responsibility for ongoing professional development.
- Stay calm under pressure and successfully manage multiple projects and time-sensitive demands.
- Adhere to all Fusion policies and procedures.
- Maintain absolute confidentiality of all information pertaining to staff, clients, participants, stakeholders and partners.

## **PRIMARY RESPONSIBILITIES**

### **1. Senior Account Executive (40%):**

- Serve as a primary point of contact for assigned association and program clients and as the liaison between the client and internal project team.
- Conduct comprehensive assessment to determine client objectives, history/culture, gather requirements, and analyze client, member/attendee and other stakeholder feedback and strategies.
- Determine and onboard required project personnel (internal staff, volunteers, external providers, and/or volunteers).
- Lead or support assigned client meetings including board, committee, and planning meetings.
- Provide consultation and manage specific client strategic initiatives including membership value, revenue diversification, certification, conference/event planning, and strategic programs.
- Create and manage an annual operations plan and/or project plan that guides client activities toward attainment of strategic goals.
- Prepare and present status reports and dashboards to track progress and offer recommended solutions to enhance client success.
- Serve as the senior client lead for event-related strategy and outcomes, directly managing select events and overseeing staff responsible for event planning and execution across Catalyst clients.
- Encourage and assist volunteer leaders, including assisting with recruiting and onboarding board and committee members as needed.
- Maintain proactive and responsive communication with client staff, board members, members, sponsors, committee members, and stakeholders.
- Create a strong sense of community and collaboration with client organizations and their stakeholders.
- Proactively escalate potential client or project issues for timely resolution.
- Ensure continuity and coverage for client needs, stepping in as needed to provide temporary account leadership or project support.

### **2. Division Strategy, Systems Building & Cross-Client Infrastructure (25%)**

- Lead the development and refinement of Catalyst Solutions Group processes, procedures, and tools, ensuring consistent use of best practices across clients.
- Strengthen cross-client knowledge sharing, resource alignment, and standardized workflows that support scalable, high-quality service delivery.
- Collaborate with leadership to establish division-wide goals, metrics, and service standards.
- Support the development of new tools, templates, and operational infrastructure that enhance project management, internal coordination, and client outcomes.
- Represent Catalyst's perspective in organizational strategic planning, contributing insights that strengthen Fusion's service delivery model and long-term sustainability.
- Promote a culture of operational excellence, continuous improvement, shared learning, and accountability across the division.

### **3. Team Development & Staff Leadership (20%)**

- Lead the Catalyst Solutions Group by providing guidance, making or adjusting work assignments as needed, and overseeing quality and continuity of Fusion's client and event services.
- Orient, train and provide ongoing professional/skills development to staff, ensuring clarity of expectations and successful performance.
- Determine and assign work, communicate how success will be measured, and ensure alignment with client goals and Fusion standards.
- Ensure staff are working under current/relevant job descriptions, updating them as needed.
- Evaluate and discuss performance informally on an ongoing basis and formally at scheduled intervals; recommend recognition when indicated.
- Approve time records, requests for time off, and expense reimbursements.
- Help employees address and resolve concerns and address performance problems through corrective actions.
- Identify and recommend the use of contract employees/interns and oversee their work as needed.
- Be responsible for staff performance and the health of the client relationships they manage, providing structured oversight, coaching, and accountability to ensure high-quality client outcomes.
- Provide senior-level oversight of the full event lifecycle across Catalyst clients, including coaching staff, while ensuring consistency, quality, risk management, and alignment with approved budgets, contracts, and service standards.

### **4. Business Development & External Engagement (15%)**

- Assist the CEO and other business leaders with business development by identifying and bringing forward ideas for new or expanded client services.
- Evaluate prospective clients by establishing criteria to ensure strong alignment with Fusion's mission, values, infrastructure, and service model.
- Support or lead the development of marketing strategies, proposals, scopes of work, presentations, and onboarding due diligence.

- Represent Fusion at industry events, conferences, and professional associations, strengthening relationships and expanding visibility.
- Cultivate relationships that support client retention, new partnerships, and growth opportunities.

## **JOB SPECIFICATIONS**

### **Required Education and Experience:**

- Bachelor's degree or certification in event planning/management, project management (e.g., PMP), or related field; or an equivalent combination of education and additional professional experience.
- Minimum 7–10 years' experience managing client accounts, including association management.
- Minimum 5 years' experience supervising staff and leading teams, including setting expectations, coaching performance, and supporting high-quality client delivery.
- Minimum 5 years' experience successfully managing educational conferences, meetings, trainings, and/or large-scale events for professional audiences.
- Demonstrated experience contributing to organizational, programmatic, or business strategy, including planning, process development, or cross-functional initiatives.
- Experience successfully using technologies for organizing, marketing and delivering professional programs (project management software, online registration systems, virtual platforms, etc.).

### **Required Knowledge and Skills:**

- Knowledge of local and state government, civic/community organizations, nonprofits, professional membership associations and higher education
- Experience managing nonprofit boards
- Experience working with volunteer leaders and committees
- Project management practices and processes
- Fiscal management practices & processes (budget development, implementation & reporting)
- Principles of supervision, employee engagement and staff development
- Meeting facilitation skills to prepare for and lead planning committee meetings
- National conference or multi-state program oversight experience
- CAE, CMP, PMP, or similar professional credential, is a plus
- Outstanding written and verbal communication
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook)

### **Physical Requirements:**

- Be indoors, sitting at a desk for the majority of the day.
- Travel to and from event sites or meetings (primarily local, some beyond requiring overnight stays and air travel); must have driver's license, travel documents and access to a car.
- Work some nights, weekends and early mornings as needed.
- Must be able to pack, lift, and transport program equipment and materials to and from programs.
- Must be able to set-up rooms for meetings if necessary – move some tables and chairs, set-up equipment.

- Must be able to lift up to 15 pounds on a regular basis; up to 35 pounds occasionally.

**Tools & Equipment Used:**

- Operate standard office equipment (phones, personal computer, copier, printer, etc.).
- Use personal smart phone for remote connectivity (email, phone, voicemail).

**Work Environment:**

- Hybrid work arrangement from employee home office where adequate internet service, workspace and furnishings are established at employee expense
- Attendance/participation as requested at co-working office space in the Twin Cities area.