

Missouri Academy of Family Physicians

## Member Communications and Engagement Coordinator Job Description

### I. Identification

**Title:** Member Communications and Engagement Coordinator

**Supervisor:** Executive Director

**Status:** Non-Exempt

### II. Job Summary

The ideal candidate will thrive in a small team that makes a big impact. They should be passionate about optimizing the health of patients, families, and communities of Missouri through patient care, advocacy, education, and research.

The successful candidate will be instrumental in developing and implementing a communications strategy, increasing member engagement, and executing administrative functions.

### III. Essential Duties and Responsibilities

Includes the following and other duties as assigned:

#### **Communications**

- Develop strategies for innovative and increased communications content for existing programs and relative to the strategic plan
- Create brand recognition within all communications
- Prepare e-mail communications for educational programs, meetings, miscellaneous member mailings, and other projects as requested
- Prepare and email e-Newsletter, *Show Me State Update*
- Prepare and email monthly blog, *Insights*
- Create and disseminate press releases for awards, elections, and other MAFP activities
- Maintain and update website to include current information and changes (i.e., conferences, board members, programs, advertisers, etc.)
- Create content for patient focused pages of website in accordance with strategic plan
- Write, publish, and monitor social media content for MAFP
- Ongoing identification of existing blogs, twitter feeds, and other social media accounts to connect with MAFP accounts
- Prepare mailing lists for member communications for state and local chapters
- Confers and collaborate with Executive Director and/or Assistant Executive Director for communications content and messaging
- Create data reports on impact of social media and communications efforts

#### **Membership Outreach, Recruitment and Retention**

- Serve as staff liaison to Member Services Commission
- Assist with efforts in recruitment and retention of members
- Maintain membership records including: general member data, status changes, membership applications, confirmation of membership, new member welcome packets.
- Responsible for membership inquiries.
- Review membership reports as provided by AAFP; note and correct discrepancies.
- Maintain and report membership data from past years, including annual membership by type, market share, and conference attendance.
- Facilitate outreach activities for residents and medical students

- Oversee resident membership and encourage 100% resident membership among programs.
- Establish and maintain effective relationships with Family Medicine Interest Groups (FMIG) and resident program directors, and other parties to develop outreach opportunities for the Academy.
- Coordinate, solicit and administer MAFP Awards with assistance from the Executive Director
- Respond to requests and establish effective relationships with local chapters (St. Louis and Kansas City)

**Programs and Conferences in coordination with Assistant Director**

- Manage opportunities for vendor advertisement with the MAFP, such as in the magazine and exhibit at conferences
- Serve as point of contact for registration desk at each conference. Facilitate exhibit hall set up and activities.
- Support and coordinate Tar Wars program
- Establish and manage a speaker’s bureau
- Research, identify, and write grants for resident and student programs and recruitment efforts

**Program Support**

- Assist Executive Director and Assistant Director with correspondence and projects as needed.

**General**

- Maintain a commitment to the Academy vision, mission, and positive spirit
- Complete work within annual budget
- Assist with maintaining record retention policy
- Actively participate in staff meetings
- Develop annual performance and professional development goals, and prepare annual report
- Interface with Executive Director and Assistant Executive Director to revise objectives and plans in accordance with current conditions
- Travel to MAFP, AAFP Annual Chapter Leadership Forum and other meetings, conferences, or training as required
- Prepare monthly report of membership status, programs and performance, including the analysis for trends in these areas

**IV. Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**V. Education and/or Experience**

Bachelor’s degree from accredited college or university in business administration, marketing, or related field is required. Five years of increasing experience in program management, knowledge of communications techniques, social media engagement, administration and customer service, preferably in a non-profit/association environment is strongly preferred.

Advanced proficiency in Microsoft Office (including Outlook, Word and Excel) is required. Proficiency in Wordpress is preferred.

**VI. Certificates, Licenses and Registrations**

Maintain valid driver’s license.

**VII. Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. May be required to lift at least 25 pounds and move conference material boxes.

**VIII. Work Environment and Environmental Conditions**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate. Very limited or no exposure to physical risk. Tobacco-free work environment.

Normal hours are Monday – Friday, 8:00 – 4:30 with occasional nights and weekends in conjunction with special events

Minimal travel required - 10% to 15%