

Missouri Academy of Family Physicians
Member Experience Manager Job Description

I. Identification

Title: Member Experience Manager

Supervisor: Executive Director

Status: Non-Exempt

Location: Jefferson City, Missouri

Travel: Occasional in-state travel

II. Job Summary

The Member Experience Manager is responsible for membership education, growth, satisfaction, and support.

III. Essential Duties and Responsibilities

The items below serve as a representation of duties and responsibilities to be completed by the Member Experience Manager to be successful in this role. These tasks are likely to change as organizational needs evolve. As a small office, it is imperative that MAFP staff support each other as needed on projects, initiatives, knowledge gaps, and other areas to deliver the greatest value to MAFP members.

Member Content

- In conjunction with the Education Commission, plan, develop and coordinate all Continuing Medical Education (CME) opportunities.
 - Develop educational offerings with the MAFP Education Commission.
 - Coordinate conferences including but not limited to the Annual Fall Conference.
 - Assist with accurate and timely development and printing of promotional materials.
 - Manage speaker arrangements, correspondence, and reimbursement/honorarium.
 - Secure CME accreditation and submit post-conference reporting.
 - Identify and secure sponsorships and grant sources for CME meetings and/or lectures; assure compliance to grants awarded.
 - Ensure proper disclosure of financial relationships of speakers and MAFP Education Commission members.
 - Oversee all exhibitor opportunities
 - Prepare conference materials for registrants and exhibitors.
 - Staff liaison to speakers, attendees, and hotel before, during, and after any meetings.
- In conjunction with the MAFP Team, Education Commission, and Member Services Commission:
 - Solicit magazine content from a variety of credible sources
 - Solicit magazine advertiser sales and service.
 - Help with design, organization, editing and layout content for the quarterly *Missouri Family Physician Magazine*.
 - Communicate with member editors regarding magazine content and revisions.

Member Outreach

- Responsible for developing and implementing all outreach activities and strategies to promote family medicine and MAFP to residents and students.
- Establish and maintain effective relationships with Family Medicine Interest Groups (FMIG), residency program directors and coordinators, and other parties to develop outreach opportunities for MAFP.
- Assists Executive Director in communication, outreach, and marketing as required.
- Maintain and report on outreach activities and outcomes.
- Coordinate efforts with the students, residents, and residency programs
 - Solicit and manage student and resident scholarly activities which may include:
 - Externship applications.

- Top medical school student going into FM scholarship.
- Student and resident attendance at MAFP meetings
- Update rotation schedule for student/resident delegates to attend National Conference.
- Liaison with the student and resident board members on logistics and reimbursement.
- Other resident and student activities as needed.
- Support the Family Health Foundation of Missouri as needed:
 - Assist Executive Director with financial records, accounts receivable, payable, preparing financial reports, and reconciling bank statements.

Membership Growth

- Responsible for recruitment and retention of the MAFP membership to include:
 - Communicate as needed with members
 - Execution and refinement of recruitment and retention plans
 - Managing new member onboarding process
 - Familiarization with AAFP membership records including: general member data, status changes, membership applications, and others as business goals necessitate
 - Maintain and report membership data from past years, including annual membership by type, market share, and conference attendance.
 - Oversee student and resident membership, including goal of 100% resident membership among programs.
- Attend and represent MAFP at HOSA State Competition.

Meetings and Programs

- Assist with and attend all Board of Directors meetings.
- Staff liaison for Education Commission meetings.
- Attend other Commission meetings as appropriate.
- Coordinate and administer member awards.
- Assist with conference responsibilities including but not limited to: hotel arrangements, processing registrations, packing and delivering conference materials, maintaining and reporting conference data (attendance, exhibitors, speakers, CMEs, etc.)
- Serve as point of contact for registration desk at MAFP conferences. Assist with exhibit hall set up and activities.
- Solicit exhibitors and advertisers for all meetings and publications.

General

- Represent the Academy in a highly competent and professional manner.
- Maintain a commitment to the academy vision, mission, and positive spirit.
- Actively participate in staff meetings.
- Actively participate in healthcare-affiliated meetings held by external groups as available to represent MAFP.
- Develop annual performance and professional development goals.
- Interface with 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.
- Ensure www.mo-afp.org supports our members by reviewing, adding, and revising content as needed.
- Assist Executive Director in preparation of post-meeting financial and activity reports for historical records, quality assurance and to identify trends that may impact future planning.
- Coordinate site selection activities, negotiate contracts with the Executive Director, and coordinate site logistics for all external meetings and conferences including Board and Commission meetings held in conjunction with MAFP conferences.
- Assist Executive Director in planning Advocacy Day.

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

Five years of increasing experience in office setting, administration and customer service, preferably in a non-profit/association environment. Intermediate skills in Microsoft Office (including Outlook, Word, Excel, and PowerPoint). Bachelor Degree in Business Administration, Marketing, Communications, or other relevant degree 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.

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.

IX. How to Apply

Please e-mail a resume and cover letter in PDF format to office@mo-afp.org.

Missouri Academy of Family Physicians provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.