



Title: Communications & Membership Specialist (1.0 FTE)

Reports to: Chief Operating Officer

The communications & membership specialist is a key team member for Premier Choice's electronic messaging to association management clients and other stakeholders. This role provides exceptional service to the PCAM team and its association management clients. It successfully and expertly creates, assembles, and distributes creative digital communications in various forms in a fast paced, ever-changing environment. The results are consistent, high quality, and original.

Responsibilities:

1. Confidently and professionally collaborate with internal and external stakeholders to develop and deliver various digital newsletters. Results and outcomes driven by consistently convey PCAM or the client's mission, quality, and standards.
2. Support with the development of consistent processes amongst all communiques, including repeatable steps, standardized taglines, key words, fonts, colors, etc. Delivers all in a timely manner.
3. Select themes and photos, write and gather articles and features, emphasizes topics related to the industry.
4. Assist with editing articles and features, working with other sources to obtain relevant information.
5. Proof, design, and lay out each issue with creativity and graphic design aptitude.
6. Distribute completed products to stakeholders.
7. Manage newsletter subscriptions.
8. Create and edit multiple email blasts.
9. Update websites consistent with other communications and association activities.
10. Post on clients' social media outlets following the communications calendar.
11. Maintain the membership databases, run reports, update info, and disseminate new member welcome programs; independently and with minimal assistance from AAFP. (May be under the direction of manager and executives.)
12. Provide monthly membership numbers for accounting purposes.
13. Respond to requests for information and assist with solving problems.
14. Work with manager to develop automation, process improvements, opportunities for additional efficiencies, etc.
15. Other duties as assigned.

Key Performance Indicators:

- Professionalism, positive attitude, initiative
- Build brand awareness and effective relationships
- Communicate throughout the day and in a timely manner; proof and finalize work
- Follow directions, complete all tasks that are assigned--without delegation
- Create and follow process documents and protocols of PCAM or vendors; meet/exceed deadlines
- Produce highest quality, error free results/products
- Utilize the full functionality of the tools and products
- Work effectively and collaboratively as a team contributor on all assignments.
- Meet with manager or designee on a regular basis.

Competencies:

- Approachability, composure, and humor
- Communication—display strong written, verbal, listening, informing, and presentation skills
- Customer focus with accurate, timely, effective communication skills
- Dealing with ambiguity—effectively cope with change, decide and act without having the total picture, stay calm when things are up in the air, comfortably handle risk and uncertainty
- Diplomacy, cooperation, flexibility, integrity & trust
- Organizing—gather and orchestrate resources effectively and efficiently to achieve results
- Problem solving, composure, tact, professionalism, common sense, research, self-awareness, planning, priority setting, time management, perseverance, multi-tasking, self-assessment, motivation, learning agility, self-direction, accountability, able to follow direction, and critical thinking
- Process management—Separate and combine tasks into an efficient workflow; simplify complex processes; prioritize tasks to meet deadlines; follow current processes, continue to develop and maintain processes as part of the process improvement plan that can and will be reused and replicated, although not always in the exact manner as before
- Quality—demonstrate extreme accuracy and attention to detail in all work while meeting deadlines and expectations, as well as anticipating needs
- Self-development—stay abreast of trends/developments in the association management industry; participate in training to stay relevant
- Self-starter with innovative ideas

Knowledge, skills, experience, and education:

- 2+ years of directly related experience in writing/editing, and/or marketing
- Associate's degree (marketing, communications, or related)
- Equivalent combination of education/experience may be considered
- Experience in a professional association or non-profit is a plus
- Knowledge of and experience with MS Office Suite
- Experience with a database necessary; experience with marketing, newsletter software and website platforms helpful (e.g. Constant Contact, Mail Chimp, Sales Force, Your Membership, MODX, Word Press or similar programs)