Position: Membership Director  
Classification: Exempt  
Reports To: SVP, Public Affairs  
Department: Communications  
Date: March 2, 2020  
Approved by: Shawn Bloom

Mission of our Organization
NPA’s mission is to provide leadership and support for the growth, innovation, quality and success of the PACE model of care.

Core Values
| Respect and acknowledge the contribution of other team members | Collaborate with colleagues by listening, communicating and sharing |
| Assume positive intent when interacting with others | Be accountable to ourselves, colleagues and members |
| Take calculated risks and think creatively to address challenges and pursue new opportunities | Fulfill commitments reliably and in a timely fashion |
| Maintain a member-centered focus and be responsive to member needs | Approach conflicts directly and respectfully, act with honesty and integrity and persevere through obstacles |

Position Summary
The Membership Director is responsible for designing and implementing NPA’s member outreach, orientation, engagement, retention and satisfaction strategy. The Director will leverage various technologies and software products to implement the strategy by integrating and analyzing data generated from the membership database (iMIS), the website (Google Analytics), e-Communities (Higher Logic), surveys (Survey Monkey) and other sources (e.g., Real Magnet).

Position Responsibilities
To perform this job successfully, each essential duty and responsibility must be performed satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Other duties may be assigned to meet organizational goals.

- Establishes short and long-term strategic plans and goals to achieve the association’s membership objectives and develops related policies and procedures.
- Manages and deploys the membership objectives, including member outreach, orientation, engagement, retention and satisfaction efforts, and stays abreast of association membership trends/best practices to enhance those efforts.
- Develops measures of member engagement and uses data analytics to identify trends and opportunities to enhance and improve outreach, engagement, retention and satisfaction, as well as member benefits and services.
- Works with communications team colleagues to develop campaigns and automations related to membership value, promotion of member benefits and association activities.
- Shares responsibility for implementing and maintaining NPA’s e-communities platform for facilitating member engagement and interaction.
• Manages all aspects of the membership database, including proper configuration, data integrity, meaningful reporting, on-line registration/e-commerce/automation capabilities and staff access/use.

**HIPAA**

This position is not authorized to access, utilize or view protected health information (PHI).

**Knowledge, Skills and Abilities**

• Strong analytical, organizational and problem-solving skills
• Flexibility and interest in a broad range of activities
• Strong project management skills to coordinate multiple activities and meet tight deadlines, while maintaining attention to detail
• Excellent oral, written and listening communication skills
• Collaborative team player who can work cooperatively with a wide variety of internal and external constituencies, including members
• Excellent member care skills
• Strong Microsoft Office skills required; knowledge of or the ability to learn other software products (e.g., survey tools, graphs, project management, web site content management system) essential
• Knowledge of iMIS, Google Analytics, Higher Logic, Survey Monkey and Real Magnet and the ability to integrate their data and leverage their functionality.

**Requirements**

**Education**

• Bachelor's degree, required (equivalent experience may be considered)

**Experience**

• 5+ years’ applicable association membership experience, required
• Communications and non-profit healthcare-related experience, desirable

**Working Conditions**

Small, fast paced team office environment with moderate noise levels. Normal sitting and standing activities for an office environment. Use of phones and computers for extended periods of time. Utilize office equipment and communication technologies for conference calls and teleconference meetings/webinars. Requires general mobility to move through the office and at off-site conference venues. Ability to lift 25 pounds and walk and stand for long periods during conferences and meetings. Ability to travel locally and to other cities for meetings and conferences, 2-3 times a year.

_This position description should not be construed to imply that the requirements are the sole standards for the position. Incumbents are expected to perform all other duties as required._
Please sign below to acknowledge receipt of position description and responsibility for reviewing this document.

Employee’s Signature:

_________________________________________  Date: ________________

Manager's Signature: ____________________________  Date: ________________