

## Client Membership and Marketing Coordinator

### **Essential Job Functions**

- **Membership:** Coordinates membership and marketing activities, including annual recruitment and renewal plans, managing databases, drafting and sending member communications including newsletters, publications, emails, implementing content management plan, keeping the website and social networks current and up to date; running reports, participating in conference calls and maintaining rosters. Assist with other membership functions as necessary, including membership outreach.
- **Annual Meeting:** Manages activities related to annual meeting abstract management including call for abstract promotion, abstract review committee coordination, mobile app integration, reports for preliminary and final program, abstract communications and customer support.
- **Web presence:** Monitors client websites to keep timely and accurate information. Makes updates as appropriate, identifies and implements ways to improve search engine optimization, website impact and usability. Updates web and social media outlets regularly. Runs analytical reports, utilize data for ongoing initiatives. Promotes programs, conferences and organizational initiatives. Follows and contributes to content management plan making sure that content from various mediums are posted across other mediums to maximize use of content.
- **Publication coordination:** Creates and implements editorial timelines, content review, and content management for newsletters and publications, targeting appropriate audiences. Creates and implements media and public relations programs.
- **General administration:** Supports Executive Director and team by drafting correspondence, coordinating conference calls, compiling research and maintaining files. Writes copy and minutes; participates in editing and proofing processes. Assists in accounting coordination, coding, scanning and filing.
- **Database management:** Maintains hygienic databases, enters new contacts, monitor processes, runs reports and contributes to improvements. Assists with the management of online registration set up, vendor communications and exhibitor coordination. Implement and processes all aspects of the certification program. Backs up the database monthly and leads annual database integrity project.
- Any other duties or projects as requested. Some travel required. Must be able to lift up to 50 pounds.

### **Skills/Requirements**

Must:

- Have ability to recognize, implement and build upon established best practices; be able to anticipate project needs as well as team needs and pitch in at any level
- Be able to contribute to ongoing systems development, continuous improvements for efficiency and accuracy
- Have demonstrated work ethic, great communication skills (both written and spoken)
- Enjoy being thoroughly organized; excellent attention to detail
- Be a self-starter in a fast-paced, 'hit the ground running' environment
- Be adaptable to ever-changing environments and situations; able to juggle multiple projects
- Be open to continuous evolution both personally and professionally