



COMMUNICATION & MEMBER SPECIALIST

POSITION DESCRIPTION

Reports To President | Exempt Status

POSITION PURPOSE:

Responsible for general office administration and support; internal and external communications coordination; and administration of the Association website, newsletter, social media, databases and associate memberships.

DUTIES AND RESPONSIBILITIES:

COMMUNICATIONS & CONTENT DEVELOPMENT

1. Serve as editor of and manage preparation of Association newsletter for publication.
2. Proofread association publications, correspondence, and other materials prepared by other staff as needed.
3. Create and manage content for various mediums, including the association website, newsletter, press releases, social media, and print materials.
4. Manage the organization's website, ensuring up-to-date and engaging content.
5. Oversee social media strategy, content calendar, and engagement efforts.

MEMBERSHIP MANAGEMENT

1. Lead associate member retention and recruitment and manage the associate member approval process via the member services committee.
2. Develop and maintain Association databases.
3. Manage bank and associate member dues. Prepare annual statements and documents for mailing, maintain database of membership information and bank member engagement. Work with Office Manager to track dues payments.
4. Work with staff, membership, and other entities to market the Association's educational programs, services, and events, including promoting advertising and sponsorship opportunities. This includes designing and developing marketing materials and selling advertising for the newsletter.
5. Manage membership communication as directed by the President, ensuring content is accurate, timely, and grammatically correct.
6. Serve as a key point of contact for members, ensuring they are connected to the resource or staff member who meets their need.

ASSOCIATION EVENTS

1. Manage communication materials for conferences, seminars, and special events.
2. Work with the Vice President as necessary to assist with logistical arrangements for education programming as needed.
3. Assist Vice President with the Annual Convention as necessary. Manage Annual

Convention exhibitor, sponsorship, and golf arrangements, including maintaining the database, invitations, and invoicing. Continue to develop and promote these programs in an effort to grow partner revenue. Prepare registration packets and assist on-site during the convention as needed.

4. Provides support for educational programs by creating and distributing marketing materials, receiving and entering registrations, invoicing for registrations, and other support efforts as appropriate.
5. Work with the Vice President or other association staff as necessary to develop event agendas and content.

ADMINISTRATIVE

1. Provide administrative office support including input for developing and updating office procedures and files, front-line duties such as answering calls, greeting visitors, and answering routine questions.
2. Work with Office Manager to maintain adequate office and cleaning supply inventory.
3. Pick up and distribute mail.
4. Complete daily check deposits.
5. Assist with other office duties as needed.
6. Perform other duties as may be assigned by the President and be directly accountable to the President.