



**Position:** Member Engagement & Communications Manager

**Classification:** Exempt

**Reports to:** Executive Director

**Last Updated:** 03/10/2025

The Member Engagement & Communications Manager plays a pivotal role in the success of the assigned association by acting as the primary liaison between the association, its members, and the Executive Office. The MECM will be instrumental in fostering trust and building positive relationships with all who engage with their association. Key responsibilities include:

**Office Operations:** Serving as the first point of contact for member inquiries and support, the Specialist will handle all communication via email and phone, ensuring timely and helpful responses.

**Membership Support:** Managing and maintaining the database for the association's most valuable asset—its membership. This includes overseeing Association records, processing new member applications, driving member retention, seeking member input and engagement, implementing processes and procedures, and generating reports.

**Committee Support:** Providing support to key committees including Professional Development, Sponsorship, and Membership, ensuring their smooth operation and effectiveness.

**Communication & Marketing:** Assisting in the creation and dissemination of Association communications, generating social media engagement, and overseeing communication collateral to enhance the organization's visibility and outreach.

**Technology Support:** Supporting the Association's technology needs to ensure seamless operations.

**Webinar and Event Registration/Administration:** Assisting with the organization and administration of collaborative meetings and online educational events, enhancing member experience and engagement.

The Member Engagement & Communications Manager is a crucial component of the Executive Office ensuring that every interaction is handled with professionalism and care, thereby contributing significantly to the overall mission and success of the organization.

## Key Responsibilities

### I. Meeting Engagement Responsibilities

- Develop and execute in-person member engagement opportunities, including monitoring timelines and schedules to keep projects on time and on budget.
- Manage all aspects of assigned Association meetings and events each year including providing content and speakers for sponsored programming, coordination with event management to accommodate activities, logistics related to the trade show booth, and the management of meetings in conjunction with other industry meetings.
- Manage budgets and reconcile expenses to ensure adherence to financial guidelines for meetings, events, and communications activities
- Oversee all educational offering, meeting, or event-related promotional and on-site materials.
- Work to secure sponsorship and grants for the client's annual meeting and pursue year-round partnership opportunities.



- Maintain effective relationships with suppliers, exhibitors, vendors, sponsors, and supporters, including solicitation and fulfillment of benefits.
- Assist with the coordination of live webinars and courses through direct communication with hosting organizations, contract execution, invoicing and payment processing, distribution of course materials, and marketing facilitation.
- Manage webinar and course information on integrated websites by updating education calendar, creating registration pages, updating course information and content, and uploading/updating exam questions.
- Evaluate the effectiveness of meetings, events, and communication efforts by analyzing metrics related to event attendance, website traffic, and communication engagement.

## II. **Communications and Membership Responsibilities**

- Develop and execute comprehensive annual marketing and communication plans to promote the association events, services, programs, and resources to members and the industry community, including monitoring timelines and schedules to keep projects on time and on budget.
- Oversee the marketing efforts to ensure communication is branded, accurate, and informative.
- Work with the internal team and external resources to serve as the primary content provider, project manager, and point of contact for all marketing and communications efforts.
- Create and distribute marketing materials, including email blasts, social media posts, newsletters, informational brochures, educational products, annual meeting promotions, and other communication materials.
- Analyze marketing data and metrics to measure the effectiveness of marketing strategies and make data-driven adjustments as needed.
- Oversee the production of promotional materials.
- Maintain membership data online through websites and databases.
- Collaborate with the Association's members to assist with inquiries and questions.
- Manage the membership process by processing payments, invoices, applications, and renewal dues promptly.
- Lead member recruitment and retention efforts.
- Produce membership reports.
- Evaluate the effectiveness of campaigns by analyzing membership data and making data-driven adjustments as needed.

## III. **Administrative and General Support Responsibilities**

- Oversee and support assigned committees; serve as staff lead for committees as assigned (meeting scheduling, reminders, agendas, minutes, and executing action items).
- Present dashboards and other education reports to committees, leadership, and executive staff as needed.
- Review operating policies and procedures and identify process improvements.
- Manage phone lines, emails, and all forms of correspondence in a timely and professional manner.
- Maintain an orderly filing system to ensure easy retrieval of documents, records, and reports.
- Attend and participate in required GMP meetings, training, and events.
- Foster a positive inclusive work environment that encourages teamwork, creativity, and continuous learning.
- Perform other duties or projects as assigned.



### **Minimum Knowledge, Skills, and Abilities**

- Bachelor's degree in communications, business, marketing, public relations, or related field.
- Minimum of 3 years of relevant experience in communications, marketing, membership management, or customer services.
- Proficient computer literacy skills (Microsoft Office: Word/Excel/PowerPoint/Outlook).
- Excellent communication skills, including writing, speaking, and adapting communication styles to fit the situation and audience.
- Excellent organizational and time management skills; ability to plan and coordinately work independently, balancing multiple work demands in a fast-paced environment.
- Excellent interpersonal skills with the ability to develop strong relationships that instill trust and confidence.
- Strong attention to detail
- Ability to lead multiple projects, set priorities, schedule staff assignments, and manage multiple deadlines.
- Ability to collaborate and empower internal and external teams.
- Ability to think strategically and perform tactically.
- Ability to adapt to changing priorities.
- Ability to anticipate, develop, write, and implement operational policies and practices.

### **Preferred Knowledge, Skills, and Abilities**

- Association/Society experience preferred.

**Physical Requirements:** Primarily sitting work, exerting up to 30 lbs. of force occasionally. Primary working while sitting, with occasional walking, stooping, crouching, and kneeling; frequent fingering, grasping, typing, talking/speaking clearly, listening/hearing-conversation, and seeing-nearby.

- Ability to occasionally assist in client meetings and events.
  - Must be able to travel nationally and internationally (2-5 times per year)
  - Must be able to stand and walk for long periods (minimum of 8 hours) for 2-5 days.

**Work/Environment:** Moderate noise level consistent with an office environment.

**Personal/Physiological:** Interaction with people, working around people, planning activities, making judgements in emergency situations, delegating work, and holding oneself and others accountable for meeting deadlines and finishing work, frequent changes in duties and volume of work, intra-organizational and client communication.

### **About Us**

Global Management Partners (GMP) is a full-service association management company (AMC) located in Roseville, MN, providing professional management services to various member organizations. GMP's preferred model is to work with small to medium-sized associations. This niche allows us to provide high levels of personalized attention and outstanding customer service that we value.

GMP is a progressive organization that focuses on values and supports continuous learning at all levels. We believe that innovation, creativity, and exposure to the best practices are essential to bring new ideas to our clients.



**GMP's Mission:** To empower our clients to thrive, grow, and advance their missions through long-term partnerships to reach their fullest potential.

**GMP's Vision:** To make a positive impact globally by sharing our expertise, skills, and resources with our partners.

**GMP's Core Values:** Accountability, Commitment, Support, Inclusiveness, Authenticity, and Excellence.

**GMP's Position Statement on Diversity:** Diversity is an integral facet of the global landscape and is a critical component to the success of all professions, including association management companies (AMCs). Diversity in its many dimensions, including ethnicity, nationality, race, culture, religion, gender, sexual orientation, socioeconomic background, mental and physical abilities, learning styles, values, and viewpoints enriches our work internally and with our clients.

Visit our website at [www.gmpartners.org](http://www.gmpartners.org) for further information. We offer a competitive salary and benefits commensurate with experience in a casual but professional work environment.

To apply: [jobs@theemployergroup.com](mailto:jobs@theemployergroup.com)