

CANADIAN DENTAL HYGIENISTS ASSOCIATION

POSITION DESCRIPTION

POSITION TITLE: Manager of Membership Marketing

REPORTS TO: Director of Finance and Operations

SCOPE OF POSITION

The manager of membership marketing is responsible for all aspects of operation of the membership department ensuring it achieves its annual objectives. This position is responsible for planning, implementation and evaluation of membership engagement, recruitment and retention strategies and ensuring that plans are aligned with the association's mission and strategic plan. The manager of membership marketing is responsive to member needs and concerns and ensures that the director of finance and operations and senior staff are fully informed of all current and emerging membership trends and issues. Manager is also responsible for development and implementation of marketing strategies for a variety of other association programs and services.

KEY RESPONSIBILITIES

- Manages CDHA membership department staff, projects, timelines, and budget.
- Plans and implements membership marketing, recruitment and retention campaigns and strategies targeting all member types.
- Performs data analysis and sets membership targets and objectives. Continually assesses key performance indicators and monitors areas for development and improvement.
- Develops and implements marketing strategy for all association membership benefits including affinity programs, insurance, professional development and other products and services as appropriate.
- Engages and interacts with members regularly in a variety of contexts including phone, email and surveys to ensure membership satisfaction.
- Coordinates the student leadership program, liaising with student representatives and faculty.
- Facilitates student member and student representative Facebook groups.
- Coordinates membership presentations at post-secondary programs, dental hygiene societies, provincial associations and others as required.
- Determines key messaging and researches and writes appropriate content for membership publications (application and renewal forms, member benefits brochure, powerpoint presentations), and contributes membership content to e-newsletter, magazine, annual report and other materials (print and electronic format).
- Provides content for and ensures accuracy of membership related sections of the CDHA website.
- Benchmarks against other associations by identifying and evaluating characteristics, market share, pricing, and benefits programs.
- Liaises with provincial constituent and regulatory contacts on membership matters.
- Prepares and presents membership reports analyzing and summarizing data and the success of campaigns and strategies.
- Manages CDHA representation at provincial events and industry trade shows by identifying opportunities and ensuring logistics (contracts, show services, shipping, staffing assignments) are carried out (some travel required).

CONTACTS

Internal Contacts

- Staff at all levels

External Contacts

- All member types
- Provincial dental hygiene associations and regulatory authorities
- Dental hygiene societies
- Dental hygiene school faculty

DECISION MAKING AUTHORITY

- Organizes workload and sets own priorities to meet deadlines on a number of concurrent activities.
- Recommends action and procedural changes as appropriate and necessary.
- Makes independent decisions, as appropriate, related to the above responsibilities.
- Supervises and evaluates job performance of membership services specialist and membership services assistant.

FORMAL EDUCATION AND TRAINING

- College diploma or university degree in marketing, administration or related field

EXPERIENCE

- Minimum five to eight years progressively responsible experience, preferably in membership based association

KEY SKILLS

- Bilingual (mandatory).
- Management of staff.
- Broad knowledge of computer technologies and software, specifically CRM/databases.
- Superior written and oral communications skills.
- Demonstrates strong organizational skills.
- Visionary, creative, innovative and resourceful.
- Ability to work independently and collaboratively.
- Ability to research, analyze and synthesize information and data.
- Ability to respect strict confidentiality and use discretion and sound judgment.
- Ability to work under pressure to prioritize dynamic workload.

DESIRABLE QUALIFICATIONS

- Experience with Adobe Suite
- Project management experience

Approved: June 2015