

Iowa Chiropractic Society
Director, Communications & Membership
12/2014

POSITION DESCRIPTION: Director, Communications and Membership

CLASSIFICATION: Full time, exempt

REPORTS TO: Executive Director

PRIMARY RESPONSIBILITIES:

This position directs and coordinates the communications and membership functions for the Iowa Chiropractic Society (ICS).. Specific responsibilities include the following:

General Communications & Marketing:

- 1) Creates marketing and communications strategy for ICS including branding strategy;
- 2) Serves as Webmaster and administrator for ICS websites iowadcs.org and livewelliowa.org and ensure the website(s) promote current and accurate information;
- 3) Manages the ICS membership database;
- 4) Ensures the timely development of ICS marketing and communications pieces (including the design), such as registration brochures, new member packets, press releases, feature articles, scripts, editorials, electronic communication and other pieces;
- 5) Offers advice, consultation and assistance to ICS districts regarding their marketing and communications strategy to increase engagement, etc.;
- 6) Acts as editor of the bi-monthly electronic eNewsletter, *DC Take 5*;
- 7) Acts as editor of the quarterly ICS professional journal and supervises all outside vendors in its preparation, production, printing, etc.;
- 8) Creates ad sales strategy for print communications and appropriate policies that interface with the annual corporate sponsorship programs;
- 9) Oversees the student internship program;
- 10) Manage ICS's social media including Facebook and Twitter accounts and mobile app.

Membership Recruitment and Retention:

- 1.) Develops annual membership recruitment and retention plan with metrics of success;
- 2.) Monitors and regularly reports on ICS recruitment and retention statistics;
- 3.) Responds to member inquiries and qualifies prospective members on a timely basis;
- 4.) Manages dues structure and membership categories, and makes recommendations for revisions/enhancements;
- 5.) Manages annual dues billing and supporting materials and works closely with Finance and Administration to ensure efficiency and accuracy.
- 6.) Provides staff support to Membership Committee;
- 7.) Plans and facilitates the bi-yearly Emerging Leaders Conference;

Other:

- 1) Staff lead on the following committees: Communications and Emerging Leaders.
- 2) Conference Management: works closely with ICS staff and assists where needed at conferences and events;
- 3) Board Meetings: participates in all board meetings and provides assistance when and where needed;
- 4) Strategic Plan: assists in strategic planning efforts and works with staff to complete and track progress;
- 5) Budgeting: Prepares annual revenue and expense budgets for both marketing and membership;
- 6) Assists the Nebraska chiropractic association in creating and distributing an e-newsletter twice a year; and
- 7) Leads and/or participates in special projects as assigned by executive director.

While this job description is intended to be an accurate reflection of the job requirements, management reserves the rights to modify, add, or remove duties from particular jobs and to assign other duties as necessary.

QUALIFICATIONS:

Education: -Completion of a bachelor's degree in marketing, communications or other related field.

Experience: -Three to five years of progressively responsible experience in communications, public relations, marketing and/or association management; Preferred background in public sector (non-profit and/or association management).

Knowledge, Skills and Abilities:

- Possess a strong background in communications and/or membership management in an association;
- Excellent Web skills and experience as a Web administrator;
- Strong written and verbal communication skills are required;
- Ability to think strategically and programmatically as well as successfully manage a membership program;
- Superb, personable and diplomatic customer service skills;
- Experience working with volunteers in a professional setting and/or serving as a volunteer;
- Strong interpersonal skills and a collaborative management and work style; ability to delegate, when appropriate;
- Proficiency in Microsoft Office products, including Word, Excel, PowerPoint, Access, and Outlook and graphic design programs including Adobe PhotoShop and InDesign. Familiarity and/or proficiency with YourMembership is preferred.

Interested candidates should send a cover letter, including salary requirements and resume via email to dgarrett@iowadcs.org.

Please include a subject line in your email with "Director of Communications & Membership Position"

Applications without a cover letter and salary requirements will not be considered.