JOB DESCRIPTION

| **Title** | COMMUNICATION AND MEMBER COORDINATOR |
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| **Reports To**  | [Insert Title] |

**Job Purpose**

The **Communication and Member Coordinator** is responsible for planning, developing, implementing and monitoring communication strategies. This work includes managing external and internal communications, media relations, and public awareness. This role requires exceptional communication, organizational, and project management skills.

The Communications and Member Coordinator will also be responsible for member relations, including outreach, recruitment, retention and implementation of plans designed to cultivate, maintain, and strengthen member ties to each other and to [Organization].

**Duties & Responsibilities**

Responsibilities include (but are not limited to):

* Develop and implement communication strategies that align with the [Organization]'s goals and objectives
* Coordinate content for various communication channels such as newsletters and email campaigns
* Create public relations campaign about the [Organization] to educate members
* Create social media content (text, images, and videos) that align with the [Organization]'s voice
	+ Respond to questions, complaints, etc., on social media channels
	+ Monitor social media channels for unusual activity
* Use graphic design software to create visual assets that communicate brand messaging
	+ Make updates to visual assets as required, based on member feedback and traction in the marketplace
* Create welcome packages for new businesses and improve resource hub online
* Coordinate member events and programs to promote member networking and engagement
* Develop and manage event budgets and timelines
	+ Keep senior management informed of any challenges and opportunities regarding planning events
	+ Complete a debrief post-events so that course corrections can occur as needed
	+ If a delay is required, inform senior management and members as soon as possible
* Ensure the database is up to date by directly contacting members, ensuring to follow members’ desired methods of contact
* Ensure the privacy of member information, specifically member personal information including contact information, etc.
* Develop and maintain positive relationships with members of the [Organization]
* Monitor member feedback and make recommendations for improvements to products, services, and programs
* Additional related duties as required

**Core Competencies**

* Exceptional organizational and time management skills
* Detail-oriented
* Excellent verbal and written communication skills
* Critical thinking skills and the ability to analyze data
* Strong decision making with the ability to work independently and as a team
* Public speaking skills
* Ability to work with stakeholders appropriately
* Capacity to work independently and take initiative
* Excellent presentation skills
* Ability to engage with a variety of stakeholders while using different mediums, including social media, traditional mail, email, and in-person meetings

**Qualifications**

* Bachelor’s degree in Communications, Marketing, Business Administration or a related field is required
* [X] years of experience in communications, marketing, or business development is required
* A combination of post-secondary education and experience will considered
* Strong background in marketing strategies and techniques
* Comfortable with design concepts and programs for marketing materials
* In-depth knowledge of social media channels and methods of communication, specially ways to engage potential members
* Previous experience in graphic design is an advantage
* Previous experience as a spokesperson or event manager/planner is an asset

**Working Conditions**

* The standard work week for this position is X hours.
* The standard business hours for this position are [insert core hours], Monday to Friday.
* Overtime and hours worked outside of the standard work schedule may be required.
* This position is [remote/hybrid/ onsite].
* Some travel may be required.
* Extended periods of sitting and long periods using a computer or tablet screen.