

Member Services Coordinator

Overall position purpose: Supports membership growth by providing expert support to members with practice management and marketplace issues.

Primary budget responsibility: Marketplace Committee; Insurance and Affinity Products Committee; and other committees as may be constituted by the Board of Trustees and assigned by the Executive Director.

Primary customers or clientele: Executive Director; Association Members, Director of Membership Services, Association endorsed insurance vendors; staff, vendors, the public.

Job Requirements

Education, training, experience:

Knowledge Required: Association management

Business Analysis

Marketing

Association benefit programs and companies in XYZ

Skills and Abilities Required:

- Ability to communicate with and influence benefit decision-makers
- Excellent writing, listening, speaking, and organizational skills
- Attention to detail and ability to document and follow up
- Ability to work with others and be a consensus builder
- Ability to learn Insurance law and regulation in XYZ
- Ability to support industry business practices
- Experience working with MS Word, Excel, Outlook, PowerPoint.
- Experience working with survey tools and some database experience preferred.
- Bachelor's degree. Preference for degree in business, marketing or related field. Desire 3- 5 years of association or related experience in membership and marketing. Helpful experience includes: market research; development, implementation, and evaluations of marketing plans; and customer service.

Independent judgment: Uses discretion to make considered judgments and take action, which may be subject to review.

Principle Responsibilities: Develop a growth strategy, in conjunction with the Director of Membership, to generate new ways to build member value. Establish and monitor a system to market and track member services. Communicate regularly with the Director of Membership to stay aware of potential new benefits members are interested in. Optimize non-dues revenue.

1. Maintain an understanding of trends and changes in the dental marketplace, and develop information and activities for the benefit of the XYZ members.
 - Follow up on calls by conducting research, compiling information that may be used by others, identifying and reporting trends.
 - Assist members in obtaining benefits for patients.
 - Identify issues and develop information and strategies to address concerns with practices and third-party payers.

2. Formulate, direct and coordinate marketing activities and policies to promote affinity products and services, working with the membership department.
 - Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on – investments and profit-loss projections.
 - Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing and monitoring market trends
 - Coordinate and participate in promotional activities and trade shows.
 - Assist in conducting economic and member surveys to identify potential markets for benefits and services.
 - Staff the XYZ Insurance and other affinity programs.
 - Provide updated information (print and electronic) on XYZ insurance and other endorsed products and services to members and XYZ staff

3. Staff the XYZ committees as assigned by the Director of Membership Services or the Executive Director
 - Coordinate all aspects of meetings (agendas, document preparation, minutes, etc) and ongoing correspondence with committee members
 - Provide assistance to chairs, as needed
 - Assist chairs with development of budgets
 - Update committee goals and objectives in the Board of Trustees committee manual
 - Assure that all policies, goals, and objectives that relate to the committees are dealt with in an appropriate, timely manner
 - Manage committee projects