



SEPTEMBER 2021

## Membership Engagement Manager

Are you someone who is passionate about health care and education? The Physician Assistant Education Association (PAEA) is committed to transforming PA education and health care by leading and serving the PA educational community. As the national leader in PA education, the Association delivers a large array of educational resources, products, and services specifically designed to meet the emerging needs of PA programs. Currently, the Association is seeking a membership engagement manager to join our team. This position can be based remotely or in our office in Washington, DC.

The member engagement manager is responsible for understanding the needs, wants, and preferences of current and prospective PAEA members. The manager's primary role is developing and implementing membership engagement and retention strategies utilizing data from a variety of sources. The ideal candidate is an outgoing, empathetic self-starter who can connect with the various segments of PAEA members to influence decisions, develop and maintain positive professional relationships, and deliver desired results in an accurate and timely manner. This candidate should have strong communication skills, both written and verbal, and enjoy building relationships and serving PAEA members.

### ***Tasks and Responsibilities:***

- Develop and implement strategies to remain abreast of members' needs, wants, and preferences
- Utilize data (Salesforce, surveys, polls, event feedback) to inform member engagement decisions and initiatives, including measuring overall PA program engagement with PAEA
  - Collect and utilize data to continually assess engagement, utilization, and support of members
- Manage annual membership renewals process
- Develop and implement a comprehensive member onboarding plan



- Develop and implement an ongoing communication and engagement plan in collaboration with the communications team
- Host member engagement activities both virtually and in person
- Work collaboratively with team members across the Association to identify opportunities to promote member engagement and education
- Anticipate and identify opportunities to promote Association priorities, products, and services to members
- Monitor, track, and analyze member inquiries
- Remain abreast of program accreditation cycles and status, ensuring accuracy of level of member benefits received
- Other duties as assigned

***Qualifications:***

- Bachelor's degree
- Experience in membership preferred
- Proficiency in Microsoft Office Suite
- Strong communication skills
- Ability to handle diverse types of projects and prioritize work effectively
- Ability to work effectively in a team environment.
- Ability to work independently
- Attention to Detail