



American College of Preventive Medicine
physicians dedicated to prevention

Member Services and Communications Specialist

As the leader for the specialty of preventive medicine and physicians dedicated to prevention, ACPM improves the health of individuals and populations through evidence-based health promotion, disease prevention, and systems-based approaches to improving health and health care.

Vision Statement – Public health and health systems value the leadership role of preventive medicine to promote healthy lifestyles and population health.

Mission Statement – The mission of ACPM is to represent and support preventive medicine physicians in their role as public health and health systems leaders.

Position Summary

The Member Services & Communications Specialist conducts administrative and technical tasks for the membership and marketing department. The specialist understands membership association systems and best practices, along with foundational principles of communications and marketing. The specialist is responsible for managing day-to-day operations of the association management system (AMS) and implementing membership recruitment, onboarding and engagement as well as assessing membership data to ensure it is accurate, up-to-date and clearly organized. Additionally, the specialist will support efforts to maintain and improve member communications to more than 2,000 preventive medicine physicians and stakeholders, creating compelling and relevant content and identifying and communicating engagement opportunities for member and prospective members at every career stage.

Position Functions and Responsibilities

Member Services

- Responsible for helping to develop and implement strategies and activities to efficiently process ACPM memberships and ensure superior customer service as primary member contact, as well as monitor and report on membership data and trends.
- Provide superior customer service to members and potential members by managing administrative functions, including handling member inquiries, processing new member applications, renewing members, updating member information, change of status, etc.
- Manage onboarding process of new members ensuring understanding of benefits and value.
- Assist in ACPM's expansion as a data-driven organization by preparing regular membership reports.
- Assist director in developing and executing renewal, retention and acquisition campaigns.
- Maintain accurate member data profiles in ACPM's AMS and run requisite reports on attributes for marketing campaigns.
- Enhance the organization's ability to manage and monitor data related to membership. Work with relevant departments to resolve technical issues, as needed, to ensure an efficient and smooth member experience and support the use of the AMS across the organization.
- Assist director to develop reports and surveys for the membership including revenue projections and any necessary pivots.

Equal Opportunity Employer

Communications and Marketing Services

- Support marketing efforts by working closely with director to monitor ongoing marketing plan and coordinate materials in a timely manner.
- Track, schedule, format and coordinate content and lists for emails.
- Schedule and coordinate marketing materials needing design support, ensuring timely submission of work requests.
- Solicit content, write and edit member communications for various formats, including digital and print. Maintain editorial calendars, gather information from related departments, report on activities, create fresh content and ensure deadlines are met.
- Monitor, synthesize and report on member communications data, from email software, Google Analytics and other resources to inform strategic communications initiatives.
- Assist with market research, updating prospect lists, coordinating mass mailings and additional tasks as required.
- Expand revenue by managing execution of membership list rental sales program, including overseeing fulfillment and invoicing.
- Contribute to the overall success of ACPM by performing all other essential duties and responsibilities as assigned.

Knowledge, Skills, and Abilities

- Ability to manage multiple priorities, be creative, responsive, organized and energized.
- Experience in association management of membership acquisition and engagement best practices.
- Professional demeanor and experience working on a high-performing team.
- Ability to establish and maintain positive, collaborative relationships with association members, volunteers and medical and public health colleagues.
- Strong time, project management and organization skills with attention to detail; excellent written, oral and interpersonal skills.
- Excellent research and analysis skills.
- An energized spirit to engage and inspire members and cultivate relationships.

Requirements

- Proven competency in Microsoft Office Suite, with an emphasis on Excel, required.
- Prior experience in association management systems (YourMembership preferred), social media, website content management systems, and email service provider platforms a plus.
- Bachelor’s degree.
- Minimum of 3–5 years of applicable experience.

Employee’s Signature: _____

Date: _____

Manager’s Signature: _____

Date: _____