

Pennsylvania Pharmacists Association

Position Description

Title: Membership and Marketing Coordinator

General Summary of Position: The Membership and Marketing Coordinator will be responsible for the planning, implementation, and management of all communications and public relations mechanisms, including the website.

Supervisor: CEO

Travel Requirements: Some travel to programs, conferences, other meetings, and related association activities. Attendance at appropriate meetings on behalf of the association. All travel will be as requested or approved in advance by the CEO and reimbursed in accordance with the Association's reimbursement policy.

Core Areas: Pharmacist and Pharmacy technician membership and marketing, practice forum management, magazine content development, Bi-weekly bulletin content, layout, and dissemination, Social media, and certain sections of the website.

Specific Responsibilities: *(Metrics for specific measures will be established at the annual review)*

- 1) Builds and increases pharmacists and pharmacy technician membership in PPA working with various groups and partners such as buying groups and wholesalers where appropriate. This includes creating and managing a variety of recruitment and retention programs, designing related materials, and coordinating efforts with PPA leaders and successfully onboarding all new pharmacist, pharmacy technician, and associate members.
Success Measure: Increased overall annual membership maintaining an 85% retention rate.
- 2) Serves as the staff liaison for the Membership Committee(s)/PiR2, Website Committee, several Foundation Committees, and other committees, workgroups, or task forces as may be assigned from time to time. Works as a team member with the CEO, other staff, and volunteer members to implement programs and projects relating to the activities of these committees.
Success Measures: Hold enough meetings per year for each committee to accomplish the goals and objectives of each. This means a minimum of 6 meetings for PiR2.
- 3) Serves as the staff liaison to practice forums for Health System Pharmacists and New Practitioner Forum as well as others that may be established. Develops, manages, promotes, and implements its programs and activities, including but not limited to Snack and Shares, Journal Club, conference programming. Includes having quarterly forum conference calls/meetings.
Success Measures: Increased membership and engagement of Health System and New Practitioner members.
- 4) Responsible for content management, editing, writing, layout, publishing, and the dissemination of the bi-monthly *Pennsylvania Pharmacist*
Success Measures: Timely delivery of the magazine and positive member feedback.

- 5) Responsible for content management, layout, publishing, the dissemination of, and tracking the biweekly email bulletin, *Capsules*.
Success Measures: The timely delivery of two bulletins per week but also increased open and click through rates
- 6) Responsible for creating and posting appropriate information, photos and links on various social media platforms (Facebook, Twitter, Linked In, and possibly others) to engage members and potential members.
Success Measures: Increased likes, followers, retweets, as tracked and reported.
- 7) Prepares appropriate press releases about pharmacy and association activities focusing on building awareness of the association and the pharmacy profession. This includes but is not limited to officer and director transitions, awards recipients, and announcement of specific events such as conferences.
Success Measures: Publication of the news in newspapers and pharmacy publications including pharmacy school alumni publications.
- 8) Prepares and updates an annual membership marketing and action plan for the recruitment, retention, and engagement of pharmacists, associates, and pharmacy technicians.
Success Measure: Actually having one in place and working!
- 9) Maintains the membership, resources, forums, About, general pages and other assigned sections of the website,
Success Measure: 100% accuracy of information presented in an inviting manner
- 10) Works with the student communications ambassadors to hold quarterly meetings engaging them in developing content for PPA's communication vehicles including the magazine and Social media.
Success Measure: Quarterly meetings, regular features for each school in magazine, and postings on social media.
- General Duties:**
- 11) Serves as the staff liaison to additional committees, workgroups, task forces, or practice forums as may be assigned from time-to-time by the CEO. Works as a team member with CEO, volunteers, and other staff to implement programs and projects related to any assigned groups.
- 12) Assists with on-site registration, program support, and coordination for the Association's major conferences throughout the conference
- 13) Performs member outreach through county meetings and area pharmacy visits to effectively convey PPA efforts and achievements as part of member recruitment and retention. Shall strive to attend at one meeting of each affiliated county per year and work with counties to grow membership. Hold regular calls with membership individual at each county.
- 14) Provides general administrative assistance, such as mailing, copying, and preparing correspondence as requested by the CEO.
- 15) Performs other duties as may be assigned from time to time by the CEO.

Note: The CEO retains the right to change/modify this position description and committee assignments as may be needed.

Education, Training and Experience: College degree in communications, marketing, or related subject desirable; background experience in the areas of administration, office procedures, marketing, and knowledge of computers, data entry, word processing, spreadsheets. Specific ability to use Excel, Word, Powerpoint, and social media helpful. Budget establishment; training in similar work environment, and association specific experience helpful.

Abilities: Possess ability to organize, implement, and follow through on multiple assigned projects. Interest in suggesting new ideas and demonstrated ability in creative problem-solving desired. Must be enthusiastic and willing to convey an excitement about the organization. Expected to be a team player and work with others in the office to achieve overall success for PPA. While this position is a salaried one, there must be a willingness to put in some extra hours as needed. Must be able to travel and willing to use own vehicle for association work/travel. Must be willing and able to be on-site for appropriate conferences and events.

Work Environment: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job:

- The employee is regularly required to talk or hear
- The employee frequently is required to sit; use hands and arms
- The employee is occasionally required to stand and walk
- The employee may need to drive long distances
- The employee may occasionally lift and/or move up to 50 pounds
- The employee may need to use close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus
- The employee will need to utilize basic office equipment such as computers, copiers, printers, fax machines, etc.

I have read, reviewed, and understand these duties as outlined and will work to fulfill them to the best of my ability.

Signed: _____ Date: _____