

Communications and Member Services Coordinator



California Council of Community
Behavioral Health Agencies

Full Time, Non-exempt: 40 hours per week

Salary Range: \$43,000 to \$48,000 DOE

This position includes some travel

Position Summary: This position is responsible for CBHA communications to members and the public. Handles Association membership, including participating in member recruitment and retention efforts. Cultivates relationships with members and partners representing the association in a professional and collaborative spirit. This position reports directly to the Director of Operations and Programs and also works closely with: Executive Director, Director of Policy and Legislative Affairs and Legislative Coordinator.

Responsibilities

Communications

- Ensures professionally written communication goes out to members, industry partners, allies and those interested in our organization and activities
- Produces routine newsletters, action alerts, and updates based on industry standards of content and design
- Maintains and updates member communications design and templates using Constant Contact
- Oversees all social media accounts and posts updates on a regular basis, using analytics to improve engagement
- Collaborates with the Policy Department on policy related announcements and communications
- Works with the Policy Department on to publicize and staff annual Advocacy Day and Policy Forum events including tracking registration
- Responsible for maintaining the Association website including the overall style and layout, as well as inputting/updating information related to programs, events, committees, and membership
- Maintains a user-friendly system for storing and retrieving files related to member communications
- Creates events using Association database and encourages member and public participation through the utilization of communication plans, announcements and through the development of communication strategies and timelines
- Maintains an updated list of media contacts, and creates and disseminates press releases and Op-Eds

Membership

- Oversees membership of Agency, Affiliate, Business Associate and Associate Member levels, including recruitment and retention; encourages their participation at events and coordinates activities to maximize their benefit and value
- Coordinates the annual membership renewal process, including all communications; supports the Executive Director in their effort to ensure full membership retention
- Assists in the recruitment of new members and is the primary contact during the onboarding process; ensures all administrative activity is completed and facilitates hand-off to the Executive Director for welcome and orientation
- Develops payment plans for members

- Maintains and manages the Association management software and functions as a liaison with the vendor
- Utilizes association management software to manage the membership database, process renewals, create events, post Job Board requests, facilitate community forums, and other member services offered through the system
- Reconciles member payments with the Director of Programs and Operations to ensure accurate information is recorded and balances with accounting report
- Provides reports to Executive Director and the Board of Directors regarding member renewals, revenue, non-renewals, etc.
- Works closely with the Executive Director and Director of Programs and Operations to identify and implement additional member services as needed and interests evolve; monitors trends using available resources and through active participation in other relevant associations
- Works with the Policy Department to identify member agencies legislative districts and supports outreach for advocacy purposes
- Provides requested information to members as appropriate and in a timely manner

Events and Meetings

- Attends conferences, trainings, meetings, and events as required
- Provides staff and member support during CBHA events, including annual Policy Forums, BHCALCON conference, and other events as needed
- Processes and maintains member, exhibitor and speaker registration and marketing materials, including signage and attendee packets
- Oversees communications, promotional messaging, and other related activities for CBHA's annual conference – BHCALCON.

*Special projects and other duties as assigned

Qualifications

Education:

- Bachelor's degree required. Degree or emphasis in communications, journalism, public relations or similar major is preferred.

Preferred Experience and Knowledge

- At least two years of experience in communications, marketing or public relations with an increasingly complex set of project management responsibilities and a high level of independence
- Experience providing membership and communications services for trade associations
- Work history in a fast-paced small team multicultural legislative, or nonprofit setting
- Experience working with the media and developing press communications
- Interest in behavioral health

Skills and Abilities

- Excellent oral and written communication skills; ability and interest in writing content and editing
- Advanced user of Microsoft Office 365 – Word, Excel, Outlook, etc
- Familiar with database management, association management software (such as YM or MemberClicks)
- Experience with Constant Contact or other mass email platform

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- Able to work independently with strong time and organizational management skills
- Ability to adapt quickly to changing priorities; flexible and able to collaborate, with strong problem-solving skills
- Work effectively and comfortably with range of government, agency and community personnel as well as with behavioral health stakeholders and consumers

Benefits

CBHA offers a competitive salary with comprehensive health, eye, dental, and retirement benefits. A parking pass or light rail pass will be provided.

To Apply

All qualified applicants should e-mail a cover letter and resume with salary requirements to response@cccbha.org. Please no telephone calls. For additional information about the organization, please visit our website: www.CCCBHA.org Thank you for your interest in joining our team!