

CALIFORNIA ACADEMY OF FAMILY PHYSICIANS

Position title: **Program Manager, Member Engagement**

Status: Exempt

Reporting to: Director of Marketing and Membership

Location: San Francisco (full time with some remote available)

Job Summary

Great opportunity for someone interested in being a part of a dynamic team working to support family physicians in their efforts to improve health care for all Californians. The Program Manager works with the CAFP team to produce effective strategies to support member experience, retention and recruitment. Primary areas of responsibility are marketing/communications and membership management. The Program Manager will work to improve the member experience, expand grassroots efforts, and maximize member communications. The Program Manager will be comfortable using member data in Salesforce to develop marketing campaigns, website content and member events.

About Us

California Academy of Family Physicians (CAFP) is a nonprofit, membership association with more than 10,000 family physician members across the state. Our mission is to empower, educate and connect current and future family physicians to improve the health of all Californians. To achieve this mission, we advocate on behalf of family physicians, support them in practice with educational programs and services, and foster community by connecting family physicians with one another.

We are an organization that respects and promotes diverse perspectives and experience, and supports professional development. We strive for a healthy California and a healthy staff, emphasizing a work/life balance that may include a flexible schedule and remote working.

Duties and Responsibilities

Membership

- Oversee membership administration processes, including working on monthly dues receipts and reporting, member activity reports, and ensuring accurate member information in Salesforce.
- Provide member support, including answering routine questions about dues payments, CAFP events and website navigation.
- Assist with the implementation of new member engagement campaigns to enhance the member experience.
- Coordinate annual efforts to encourage timely membership.

Marketing and Communications

- Manage e-mail marketing programs and campaigns (e.g., Constant Contact, MailChimp, Emma).
- Organize and format regular e-newsletters and other member communication.
- Assist in developing graphics for communications campaigns.
- Assist with regular website updates and edits using WordPress.

Knowledge, Skills and Experience

- Bachelor's Degree in marketing or other relevant degree OR at least 8 years of experience in a similar role.
- Proficiency with Microsoft Office suite products (Word and Excel) and Google products.
- Ability to effectively use Adobe Creative Cloud.
- Familiarity with Salesforce or other CRM platform.
- Experience with WordPress or similar CMS/web development program.
- Ability to establish priorities and work independently.
- Desire to think creatively and take initiative, while working collaboratively in a team-based setting.
- Excellent written and verbal communications skills.
- Highly organized with attention to detail and accuracy.

How to Apply

Candidates that meet the requested requirements should send a cover letter and resume to jobs@familydocs.org.